COMPANY PROFILE

LIGHTING | MULTIMEDIA | ENTERTAINMENT TECHNOLOGY

THE WORLD IS CHANGING AND SO IS THE WAY
WE INTERACT, EXPERIENCE, AND ENGAGE
IN DIFFERENT FORMS OF ENTERTAINMENT.

EXTRAPRO
AUDIO · VIDEO · LIGHTING · SOLUTIONS

Globalization perpetuates change in public taste driving the evolution of our clients' businesses and commercial requirements. At the heart of ExtraPro is our need to continuously challenge the convention and standard of entertainment, media, and hospitality through the lens of design and technology.

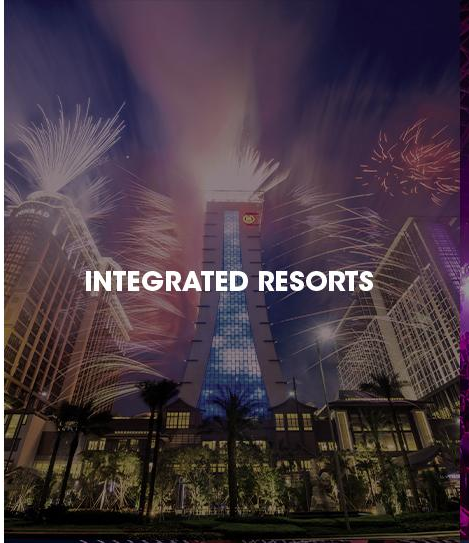
WE DO THIS BY INNOVATIVELY FUSING
STATE-OF-THE-ART TECHNOLOGY WITH ROBUST BUSINESS STRATEGIES
TURNING ORDINARY EXPERIENCES INTO EXTRAORDINARY

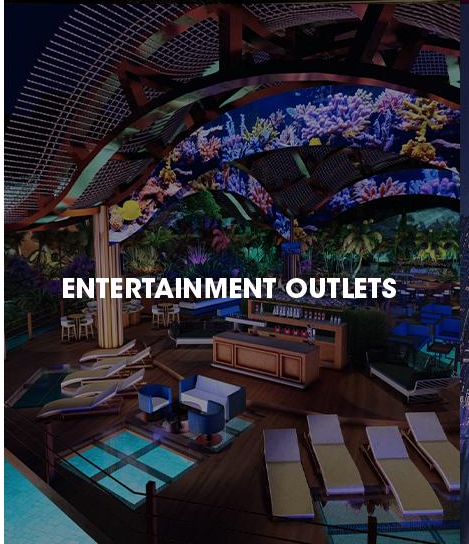
ABOUT US

EXTRAPRO is an entertainment development group providing end-to-end solutions in design, technology, and all things entertainment. Our in-house team has over 30 years' of experience designing, building, and operating projects around the globe.

Guided by renowned business experts, ExtraPro invents or reinvents audience experiences by bridging the gap between form and function. We maintain complete control throughout the development lifecycle of a project by utilizing our vertically integrated team of designers, system technicians, project managers, and manufacturers.

From concept to commission we provide turnkey entertainment solutions transforming ordinary into **EXTRAordinary.**



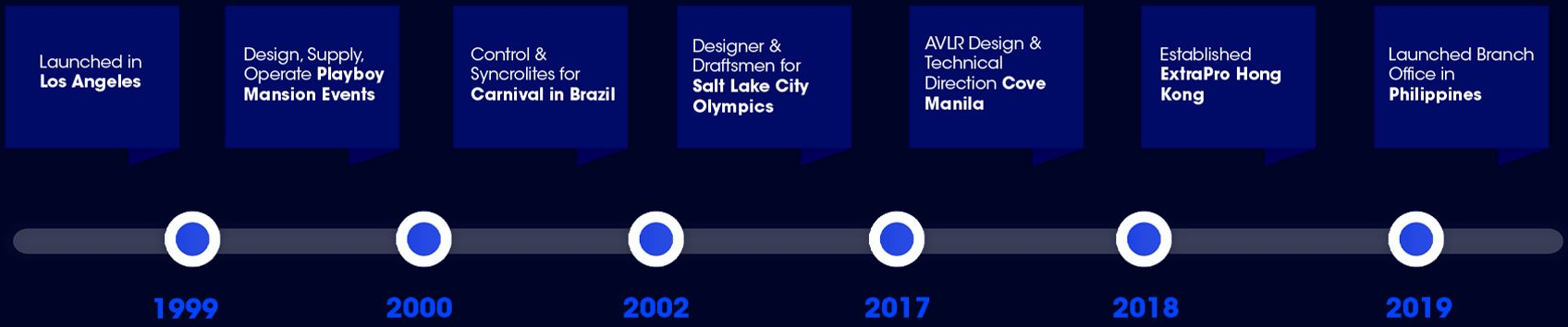


OUR **ORIGIN**

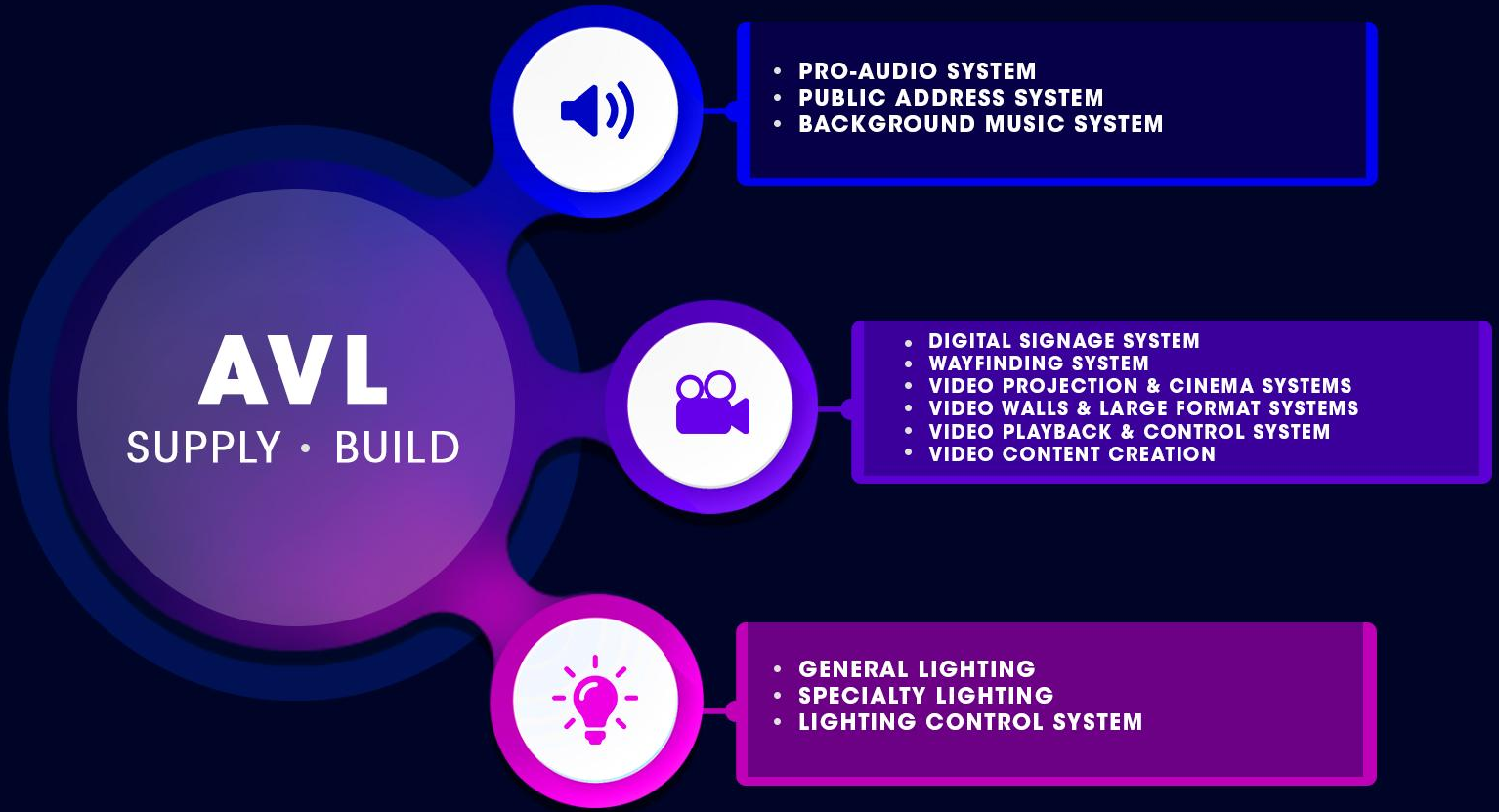
In 1999,

Ted Mizrahi founded ExtraPro as a design and rental production company with only a few clients throughout **Los Angeles** and **Las Vegas.** 18 years later, ExtraPro's founder endeavored to diversify and expand its portfolio by strategically partnering up with resort casino executive, Maxwell Zetlin.

The partnership sought to focus on technological solutions for entertainment and media while adding a new business vertical to its roster of services - allowing the company to expand its products and services throughout **Southeast Asia.**



WHAT WE DO


AVL
SUPPLY • BUILD
• PRO-AUDIO SYSTEM
• PUBLIC ADDRESS SYSTEM
• BACKGROUND MUSIC SYSTEM
• DIGITAL SIGNAGE SYSTEM
• WAYFINDING SYSTEM
• VIDEO PROJECTION & CINEMA SYSTEMS
• VIDEO WALLS & LARGE FORMAT SYSTEMS
• VIDEO PLAYBACK & CONTROL SYSTEM
• VIDEO CONTENT CREATION
• GENERAL LIGHTING
• SPECIALTY LIGHTING
• LIGHTING CONTROL SYSTEM

OUR **LOCAL LEADERS**

PATRICE GUY
Pyrotechnician

DOTY NAVERA
Finance & Administration

RICHELLE SIA
Finance & Administration

ERICA LUGUE
Finance & Accounting

LANA CABRERA
Senior Systems Technician

BIANCA REYLES
Senior Systems Technician

JENICA MENDOZA
Visual Graphics Animator

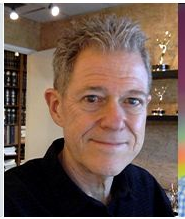
KRISHNA REDDY
Business Development

DAVID TOH
Lighting

OUR **GLOBAL NETWORK**

GERT NOORDZY
Hotel Opening
Process Specialist

GIULIO SCATOLA
Choreographer



JEFF RAVITZ
Lighting Designer

JEFFREY REVELS
Director

JOHN HAUPT
AVL

JOE ALFUSO
Musical Producer

RON RODRIGUEZ
Owner
HardDrive Productions

STEVE SKORIJA
Musical Director

ENIS KOLA
Business Consultant
Operations & Strategy

DAVID HANDLESMAN
F&B Consultant

FRANCESCO CAVALLI
Architect

FROM OUR HUB STRATEGICALLY LOCATED IN SOUTHEAST ASIA,
WE REACH OUT TO AN UNPRECEDENTED ROSTER OF TALENTS,
COMPRISED OF PEOPLE AND COMPANIES WHO ARE AT THE FOREFRONT OF GLOBAL ENTERTAINMENT.

OUR **MISSION**

TO PROVIDE OUR CLIENTS WITH INNOVATIVE, ROBUST,
AND SUSTAINABLE SOLUTIONS.
TO CHALLENGE THE STATUS QUO WHILE
EXPLORING THE UNEXPLORED.
TO CREATE VALUE THROUGH OUR EXPERTISE
AND PROFESSIONALISM.

OUR **COMPETITIVE EDGE**

WE TAKE TIME TO LEARN ABOUT OUR CLIENT'S BUSINESSES, OBJECTIVES, AND COMMERCIAL CHALLENGES.

From concept to commission, we maintain complete control over the entire development lifecycle by designing, supplying, and project managing the installation to ensure the project is always delivered **ON BRAND**. **ON BUDGET**. and **ON TIME**.

OUR **FOUNDERS**

MAXWELL ZETLIN

FOUNDER | CEO

New Yorker Maxwell Zetlin began his career in party central: Las Vegas, Nevada. As the young Operations Manager for Marquee Nightclub, Tao Beach, Tao Nightclub and Lavo Las Vegas, Maxwell made a name for himself in the industry, and soon after became the Deputy General Manager of the hip **Japanese "Clubstaurant" Megu** in Trump Tower, New York.

In **2013**, he was brought in to lead the development of the $120 million dollar entertainment venue, **Cove Manila**, **Southeast Asia's biggest indoor beach club and nightclub**, and part of the $3 billion dollar integrated resort giant **Okada Manila**.

With passion, leadership and an innovative spirit, Maxwell rose to become Okada Manila's Executive Vice President of Entertainment before moving to establish **ExtraPro Entertainment.**

TED MIZRAHI

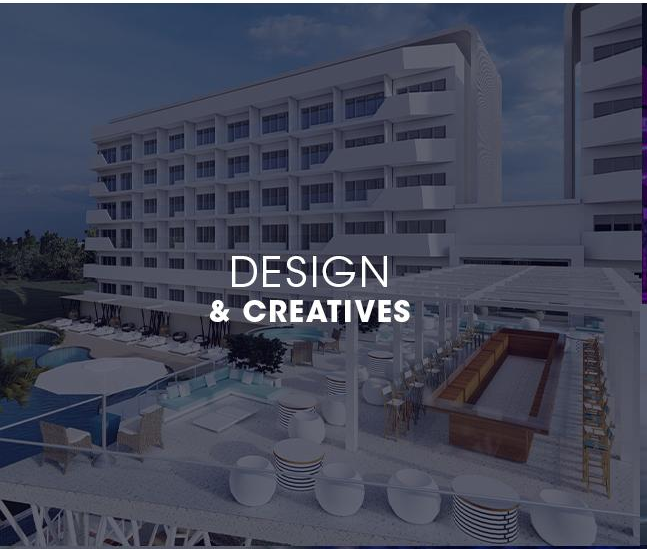
FOUNDER | COO

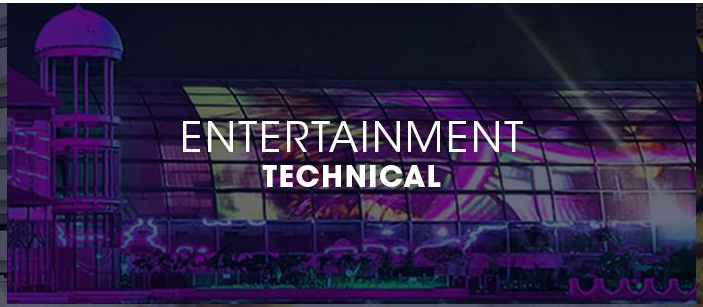
An entertainment technology veteran with over **30 years of experience** under his belt, Ted Mizrahi is a master of lighting, direction, programming and the audio-visual technical details that bring an attraction, an event or an entertainment spectacle to life.

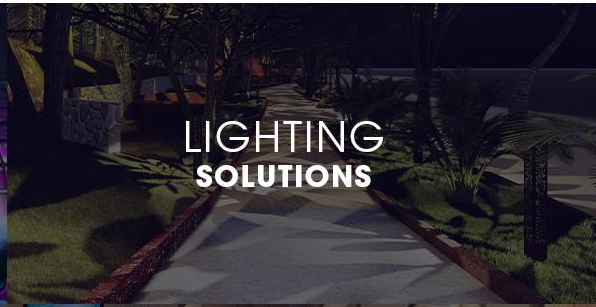
Ted's **expertise in AVL and pragmatic approach** to its complexities has brought him to the forefront of the industry. His background spans the gamut from the **Playboy Mansion** to MTV music videos, to gigantic concerts and music festivals.

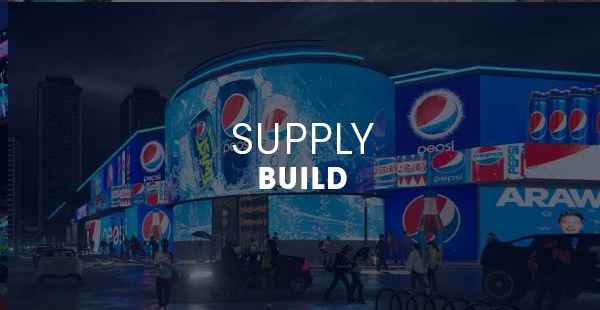
In **2015**, Ted signed on as Property Technical Director of Okada Manila, designing the **world's largest laser projection mapping system for the property**, while overseeing nearly $100 million dollars in technical assets.

OUR **SERVICES**





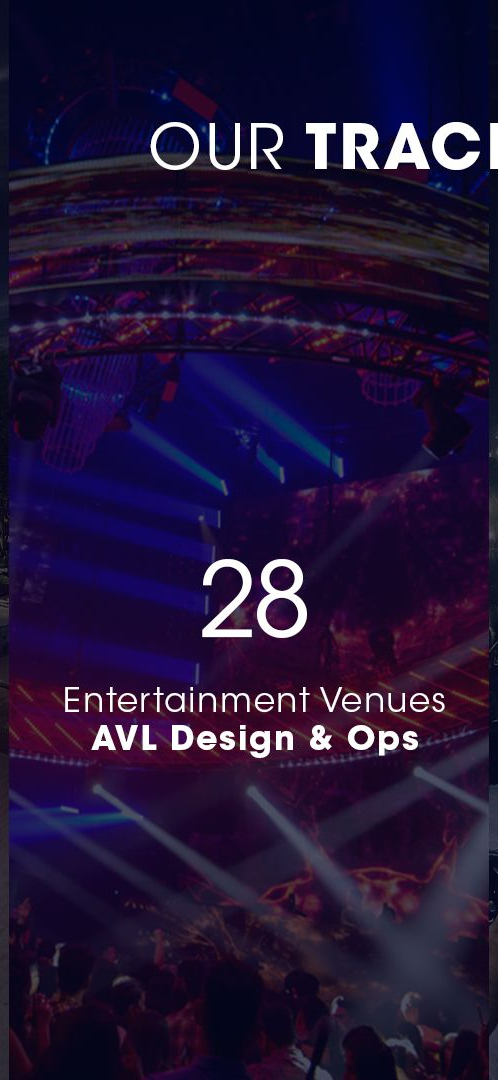




OUR **TRACK RECORD**

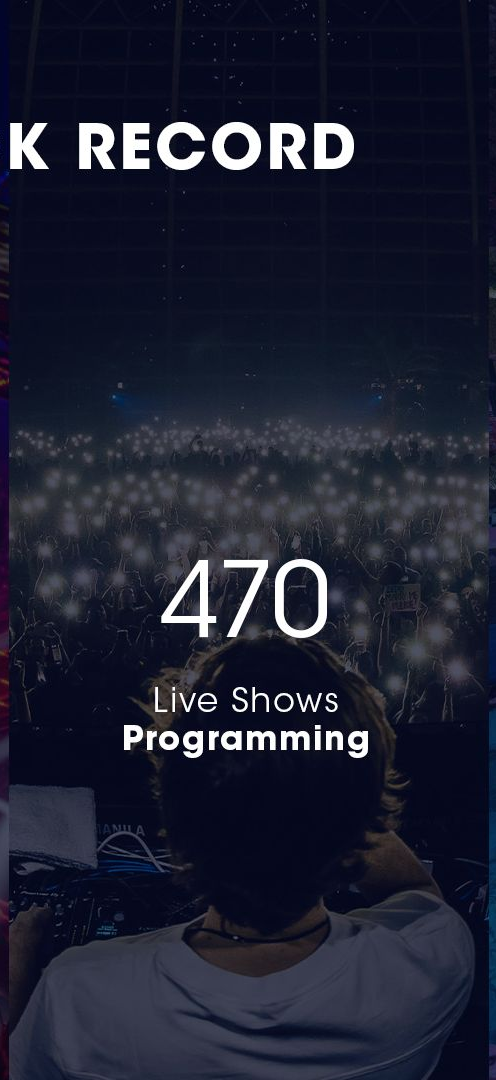
12

Integrated Resorts
Design & Ops



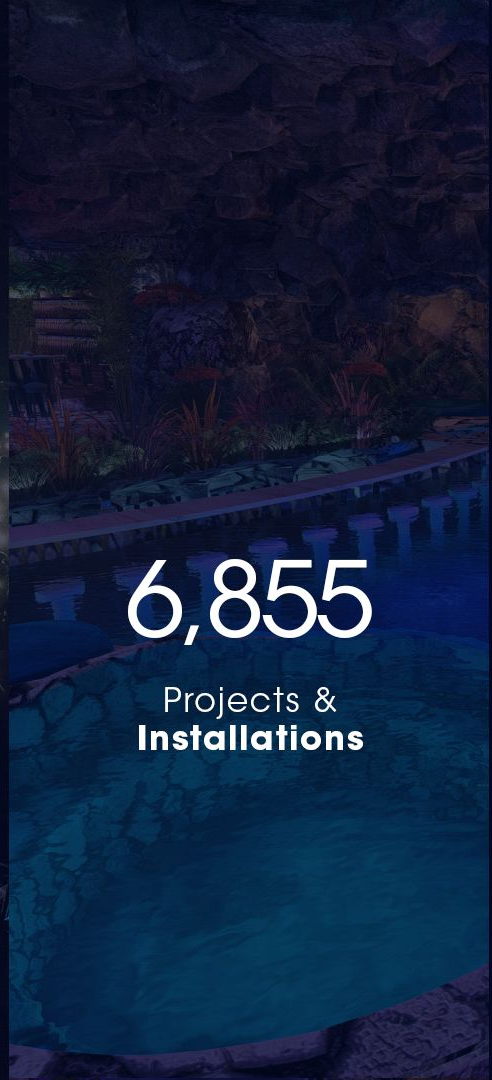
28

Entertainment Venues
AVL Design & Ops



470

Live Shows
Programming



6,855

Projects &
Installations

OUR **PROCESS**

1

ASSESSMENT

We conduct a preliminary study of your project as part and parcel of our due diligence process. Subsequently, a project kick-off meeting is organized through video conference.

2

CONCEPTUAL PROPOSAL

Once aligned on the scope of work budgets and objectives, we present a detailed conceptual proposal illustrated by 3D models, fly-throughs, renderings, and concept statements.

3

COORDINATION & INTEGRATION

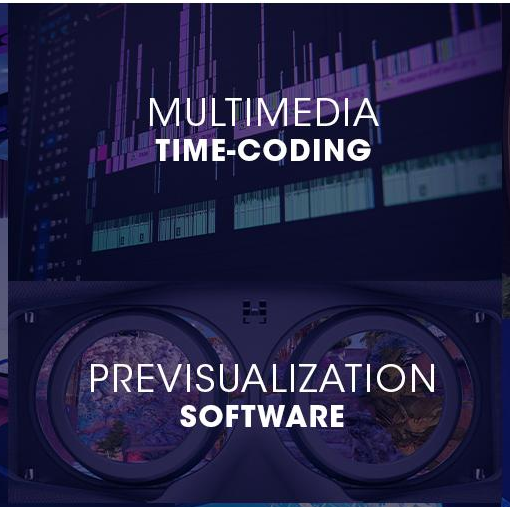
Once our proposal is approved, we breakdown the concept into a bill of quantity list and equipment positioning plot, followed by coordination and integration with your architects, engineers, and interior designers.

4

IMPLEMENTATION & HANDOVER

Our Expert consultants and project managers develop the systems, supervise the installation, test, commission, train, and oversee a smooth transtion to operations followed by post opening support.

OUR **ENTERTAINMENT TECHNOLOGY**



OUR **FEATURED BRANDS**

CLIENT REFERENCE **LIST**

We have worked with some of the most discerning and recognizable brands in entertainment, and setting the standards for the biggest and most iconic spectacles in the world.

CASE STUDY 1

COVE MANILA

NIGHTCLUB & BEACH CLUB

Cove Manila is Southeast Asia's largest indoor day and nightlife destination located in Manila, Philippines. As a USD $120 million dollar entertainment destination, Cove Manila caters to a variety of demographics through a set of targeted events including beach club parties, corporate events, theatre productions, resort operations, among others.

COVE MANILA

THEIR **GOAL**

The integrated resort owner, Mr. Kazuo Okada, wanted to build an iconic entertainment destination in Manila that would rival the top day and nightlife venues throughout Las Vegas. However, the entire production, which required a very innovative and progressive concept, only had a CAPEX budget that was 60% less than those top Las Vegas benchmarks.

COVE MANILA

OUR **SOLUTION**

ExtraPro went direct to the manufacturer circumventing the local distributors in order to save the client millions of dollars-allowing the reallocation of budget and savings to maximize the production value.

30%

Production cost savings by going direct to the manufacturers

10%

Additional production equipment and fixtures at no added cost

58

The world ranking of Cove Manila After 1 year of operations

CASE STUDY

COVE MANILA

CASE STUDY

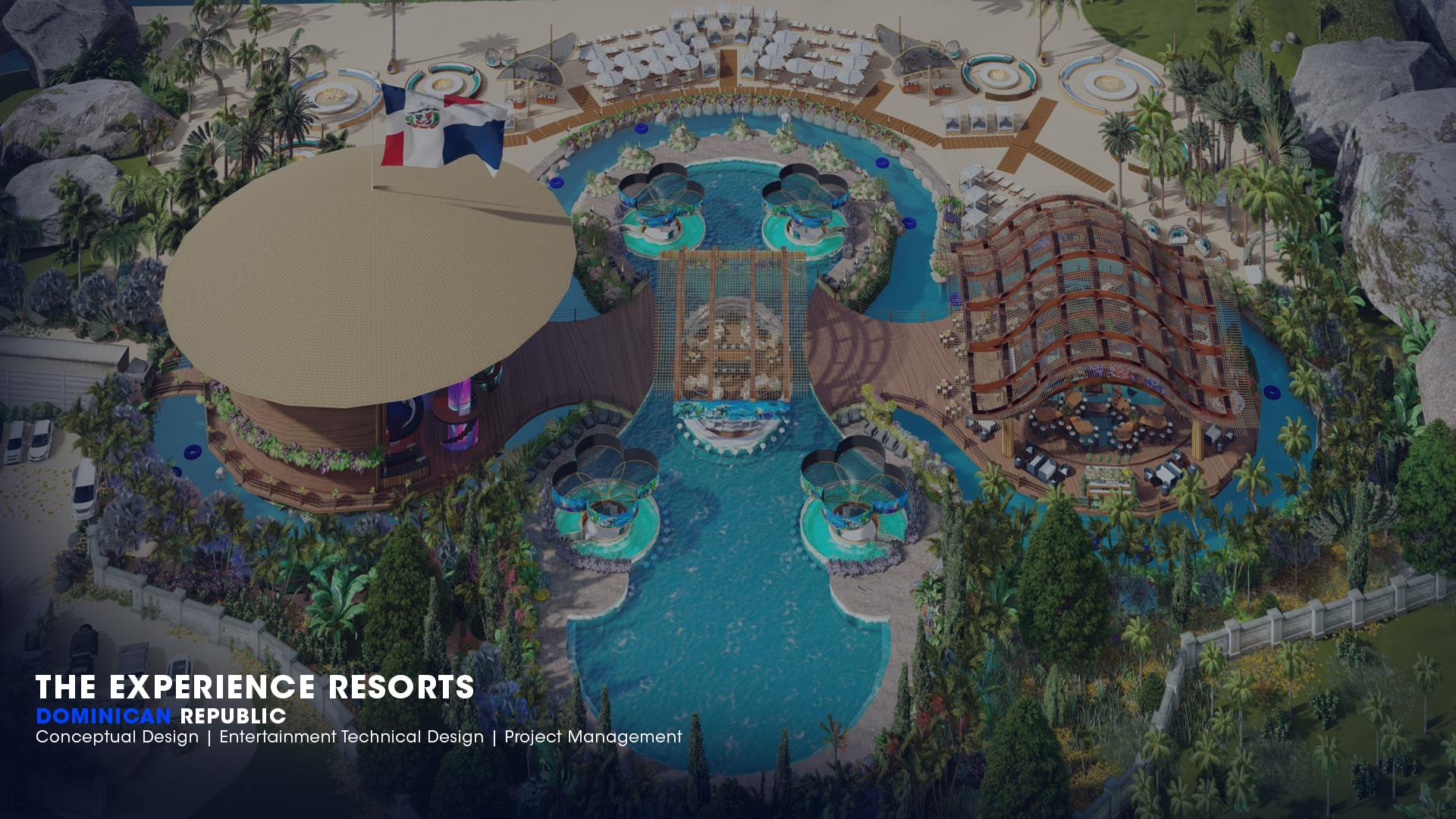
COVE MANILA

CASE STUDY

COVE MANILA

SOME OF

OUR WORKS



THE EXPERIENCE RESORTS

DOMINICAN REPUBLIC

Conceptual Design | Entertainment Technical Design | Project Management

PLAYBOY MANSION

LOS ANGELES, CALIFORNIA

AVL Design | AVL Supply | Production Management

PETRONAS TOWERS

KUALA LUMPUR, MALAYSIA

Lighting Programming | Systems Tech | Project Management

ATLANTIS SHOW AT CAESAR'S PALACE

LAS VEGAS, NEVADA

Programming | Systems Tech | Project Management

HARRAH'S HOTEL

ST. LOUIS, MISSOURI

Programming | Systems Tech | Project Management

SILA ISLAND RESORT

SAMAR, PHILIPPINES

AVL Design | Supply | Project Management

NCCC BUHANGIN

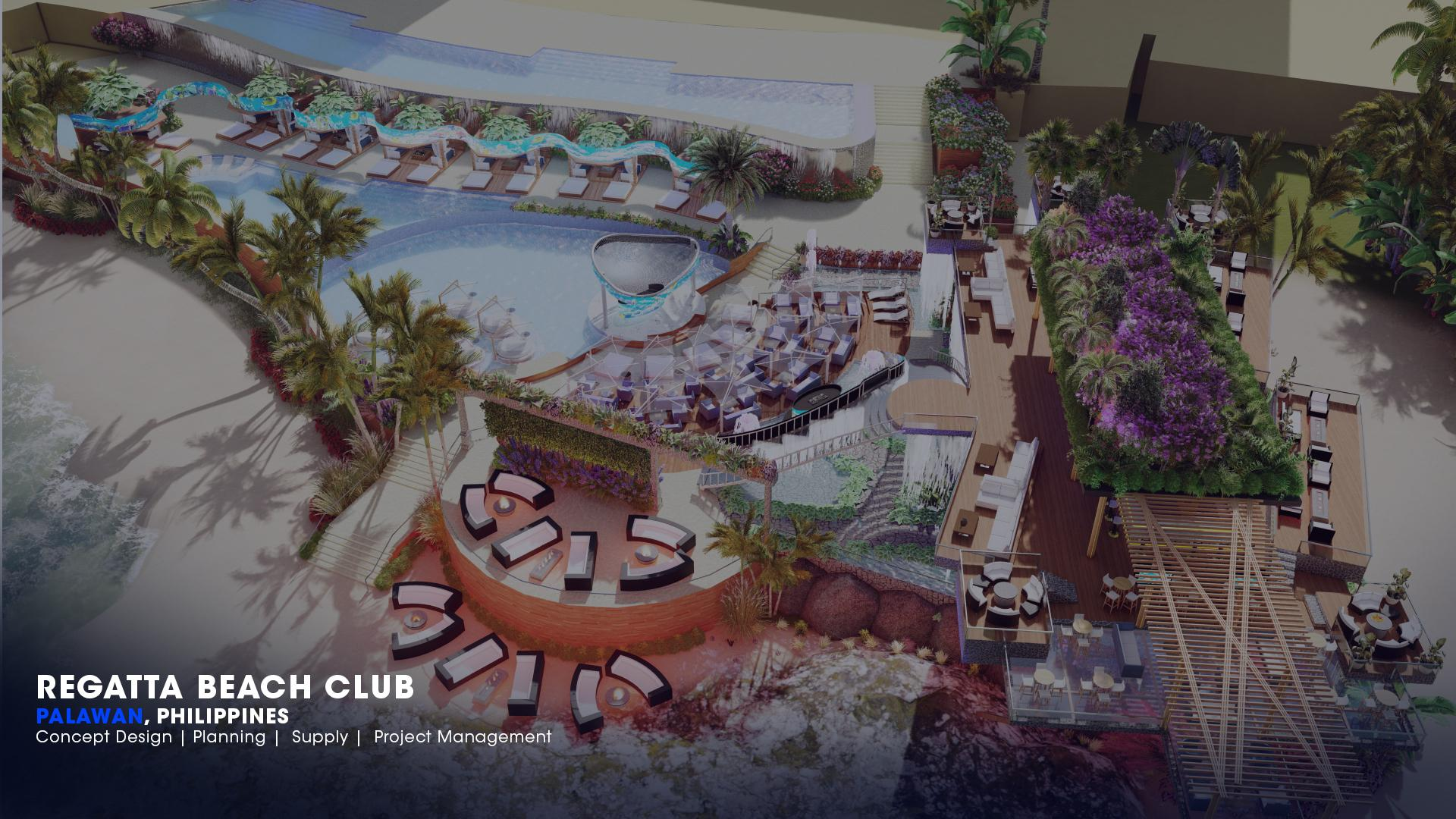
DAVAO, PHILIPPINES

LED Design | Supply | Build

NCCC MOBILE WALL

DAVAO, PHILIPPINES

Design | Supply | Installation



REGATTA BEACH CLUB

PALAWAN, PHILIPPINES

Concept Design | Planning | Supply | Project Management

REGATTA RESORT POOL & LOUNGE

PALAWAN, PHILIPPINES

Concept Design | Planning | Supply | Project Management

REGATTA OVER WATER VILLAS

PALAWAN, PHILIPPINES

Concept Design | Planning | Supply | Project Management

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