



VIVID VISION
2026



SNAPSHOT



It's December 31st, 2026 and Creative Works has built a global portfolio of excellence in entertainment spaces, attractions, and immersive experiences.

We engineer entertainment and create powerful, lifelong memories. From laser tag and virtual reality to manufacturing and training services, our expanded family of companies fosters connection, interaction, and magic. **As our impact extends through Indiana and the US to Europe, the Middle East, Australia, and Asia, it generates an ever-growing trail of smiles, laughter, and joy across the world.**

E.P.I.C. VALUES



Excellence

We are the gold standard for how to deliver unforgettable experiences.



Passion

We are highly skilled creatives who have the most fun job in the world.



Integrity

We do the right thing even when it's difficult or no one is looking.



Commitment

We show up, do the work, and fulfill our promises every time.

BEHIND THE SCENES

At Creative Works, we have a singular focus, passion, and drive that is based on the Why of our company and to **serve each other, our clients, and the communities** we belong to based on these core values. Our culture is team first and solution-focused with an unrelenting drive to make constant improvements throughout our business to achieve our collective goal: to make memories around the world.

Our shared purpose holds us accountable to show up as our best selves—and do extraordinary things as a result. Each individual action compounds as it flows through every stage and department to the final outcome. *We aim to make that impact as positive as possible.* Every decision is consciously filtered through its direct impact on three major constituents: the customer, the business, and the team.

- *Was the experience we created memorable and meaningful to the customer? Is it something they would want to come back and enjoy again?*
- *Is our product or service designed to be profitable for a business client? Does it consistently meet or exceed expectations? Was it designed to be serviceable?*
- *Did we design and engineer for production efficiency? Did we account for the needs of the installation and support teams? Did we design it in a way that's going to meet our profitability goals?*

Creative Work Decision Filter

Every Decision Has A Meaning And An Impact



YOUR CUSTOMERS

Memorable
Repeatable
Meaningful



YOUR BUSINESS

Profitable
Reliable
Serviceable



OUR TEAM

Efficient
Supportable
Economic

By keeping our decision filter and core values top of mind and part of the conversation, team members are empowered to be proactive and overcome speed bumps with autonomy and creative freedom.

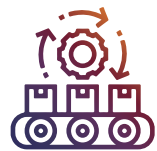
A sense of camaraderie and collective care nurture our team mentality. *We want to see each other thrive.* **Meetings buzz with shoutouts and recognition for individual accomplishments and team members**

who go above and beyond. Celebrations transcend achievements as birthdays, anniversaries, and major milestones are joyfully embraced. From hosting food trucks to competing in chili-and-soup contests, we never miss an opportunity to bring the team together, break bread, and create our own memories.

The bedrock of our success rests on an intentional structure that ensures consistency, predictability, and excellence as we scale. **Knowledgeable leaders step up and into new zones of creativity and potential at our sister companies as they're created. Ideas come to life thanks to a talented team of designers, sculptors, craftsmen, painters, artisans, and support professionals.** The elevation of each business provides greater opportunities for individual team members to grow. Cross-functional mobility supports everyone in aligning their talents and energies with new skills, roles, and functions they're called to explore. **Our goal is that during the time anyone works with us, they find the skills and abilities to pursue their dreams while helping us make our client's dreams come true.**

THE PREMIUM PROVIDER OF POWERFUL MEMORIES

At Creative Works, we create powerful emotions and memories through immersive attractions. **Our legacy is built on designing attractions like mini golf, laser tag, escape rooms, and VR, but our organization has flourished to foster a greater ecosystem for our clients and industry.** As a family of platform companies, we've organically expanded to include:



PRODUCT LINE FABRICATION

FOR MANUFACTURING SPECIFIC PRODUCT GROUPS.



CONTRACT MANUFACTURING

FOR GENERATING WHITE-LABEL PRODUCTS FOR CLIENTS AND PARTNER COMPANIES.



OPERATIONAL TRAINING SERVICES

FOR PROVIDING THE SUPPORT, SKILLS, RESOURCES, AND EDUCATIONAL CONTENT FOR OUR CONTRACTED CLIENTS TO FULLY FUNCTION AND THRIVE.



ARCHITECTURAL + CONSTRUCTION SERVICES

FOR DESIGNING SITE PLANS AND BUILDING ATTRACTIONS AND VENUES FROM THE GROUND UP.

Each sister company is backed by our unparalleled industry expertise. When it comes to operations, we're in our wheelhouse. *We've been in the trenches, so we understand a client's pain-points on a personal level.* Our beautiful facilities are built to create amazing environments, supporting and inspiring the in-house team of talented designers and engineers to produce products that others can't. *And we can do it in a matter of weeks, rather than months.*

As the landscape of the entertainment industry continues to shift, we continue to reinvent ourselves, create unforgettable attractions, and be the makers of memories we have become known and loved for in our community.

Our family of platform companies delivers an exceptional client experience, from concept to completion, and provides ongoing support and training. *Deep, enduring relationships are nurtured into partnerships, never reduced to transactions.* The new structure offers a more holistic experience from start to finish, maturing along with the clients from the early stages of planning a project to building the products and supporting them through their ongoing needs. **Our number of repeat customers is at an all-time high as we're set up to expand along with our clients' growth.**

Positive word-of-mouth and glowing testimonials spread at a whirlwind pace. Clients and partners have evolved into **iconic chains and groups** in the entertainment industry as we continue to enter new markets and verticals. Projects that include access to major intellectual property from widely recognized brands and franchises such as **Disney, Warner Bros., Paramount, Hasbro, and Mattel pour in. Opportunities for experiential marketing setups and temporary activations are soaring as we established ourselves as leading suppliers.**

Creative Works is widely recognized both locally and globally for the magic we create. Our **Memory Makers Podcast** and social media presence share industry insight as well as the moments, stories, and lives we've become a part of. **Amusement 360 is the largest, must-attend seminar of the year,** with 100+ venues and entrepreneurs eagerly gathering to soak up our educational content.



AT THE THEME FACTORY

Our energetic facility on the southwest side of Indianapolis is **one big showroom that spotlights our talent, passion, and portfolio.** As Creative Works continues to grow into a family of platform companies, so does the team's creativity, ambition, and potential. **Endless possibilities and opportunities are incubated here,** but our team will proceed to evolve and expand beyond these walls into greater spaces.



TALK AROUND TOWN

Competitors constantly play catch up to achieve what we've already done. Our newest product offerings instantly become the best, earning awards for **Best New Product** at **IAAPA Expo** and beyond. Earning **Supplier of the Year Awards** has become a tradition, highlighting the range and value of our contributions as both a supplier and vendor. We contribute to, and are highlighted by, industry publications and magazines like **Bowling Center Management, International Bowling Industry, Tourist Attraction & Parks, Funworld, and Blooloop**. Trade organizations, conventions, and educational conferences seek us out to curate education topics as we look to grow the industry with our contributions far beyond just the attractions we provide.

Clients and community members line up to tour our facilities and get in on the fun, and our team members have accredited us with “**Best Place To Work In the Midwest**.” People in our community look at us as role models for giving back and providing opportunities to those who otherwise wouldn't have them. **Our secret to success is this: We do things others thought were impossible, until we created them.**

FINANCIAL GROWTH & PROFITABILITY

Creative Works is fiscally fit and healthy as we grow into newer and greater areas. By consistently delivering delight to customers and partners, **our achievements and success create a positive, and uplifting effect that reverberates throughout our team, their families, clients, partners, and the larger community.**

We will target 10% growth per year to our core business line while focusing on driving down costs through efficiency in our processes.





GIVING FORWARD IN THE COMMUNITY

Our core principle of having gratitude and giving back continues to honor our Founder, Jeff Schilling's spirit. We leverage and share our unique skills with the community in a way only we can: creating powerful memories for whoever is in need of them. Each year, we work with **Make-A-Wish America** to create themed rooms where young patients can escape their reality and enter a fantasy world with limitless possibilities and partner with **Big Brothers Big Sisters of America** to create unforgettable events. **Birthday kits** add a touch of magic to our **food kitchen donations**, ensuring special life moments are always a cause for celebration.

Serving and having fun is at the heart of what we do every day, and we're always looking for ways to best leverage our unique skills and talent pool to put smiles on faces, bring joy, and create memories. The **Dollars for Doers Program** never leaves acts of service up to chance. **Team members are given up to two additional PTO days to volunteer and give back in ways that resonate with them.** Creative Works will double down and make a monetary donation to those specific charities, as well.

A NOTE FROM OUR PRESIDENT

Fulfillment. The word immediately resonates with all of us. We experience it when we connect with others, bring joy into someone's life, overcome a unique challenge, or witness our dreams come to life. *We don't sell laser tag, we sell memories.* That's always been our saying. **But, in many ways, we generate a sense of fulfillment, too.**

Some find it after discovering a hidden key in an escape room we designed or mastering a new level in the VR room we produced. Our clients experience it as their customer's faces light up at the newest attraction we created. **I feel it now as I reflect on everything we've accomplished together. We co-created all of this, not as a team but as partners.** *We stepped up and hit it out of the park. We built this together.*



We've come a long way.
And we're *still* just getting started.

Join us on this epic journey.

Armando Lanuti