



Iplayco Corp.

Sep 9th 2014

Iplayco's management, insiders expand company positions ahead of significant projected growth

Iplayco's (CVE:IPC) management and company insiders have recently been building up their stakes in the maker of indoor play structures, amassing a total of 12,000 shares in the past week via acquisitions in the public markets.

It is easy to see why, with the purchases no doubt a signal of management's upbeat view of the future of the company. On September 4, chief executive Franco Aquila bought up 7,000 Iplayco shares at a price of \$1.23 apiece, as well as 2,500 shares at \$1.20 each in the public market, for a total investment of \$11,610.

A day earlier, chief financial officer Max Liszkowski acquired 2,500 shares at \$1.25 apiece. This was preceded by board director Thomas Craig Williams' purchase of 10,000 shares at \$1.45 each in late August, which was carried out privately.

Iplayco has been on a roll lately, announcing in early September new sales agreements worth a total of C\$2.7 million, which followed the approval last month of a massive investment into the company by one of its biggest customers in Saudi Arabia worth \$8.8 million.

As first announced in June, the BC-based company will see Saudi FAS Holding Company and its British Columbia subsidiary, FAS Entertainment B.C. --- together known as FAS --- purchase 10.65 million units of Iplayco at 83 cents apiece, for a stake of over 50 percent.

FAS is a Saudi investor group held by three brothers, who own a significant stake in Fawaz Abdulaziz Al Hokair, a retail conglomerate listed on the Saudi stock exchange with a market cap of over C\$6 billion. Al Hokair owns Arabian Centres Company, the largest builder of shopping malls in Saudi Arabia and Iplayco's largest customer over the past three years, responsible for some 30 to 45 percent of the Canadian junior's earnings.

FAS, through Al Hokair and Arabian Centres, is planning to roll out hundreds of its Billy Beez family entertainment centres worldwide, and is intending to use Iplayco to do it.

The company has already designed, manufactured and installed playgrounds in about a dozen malls owned and operated by Arabian Centres in Saudi Arabia. An expansion is planned for North America, followed by other parts of the world.

This translates into a continually flowing tap of revenues for Iplayco, which already expanded its annual revenues by 46 percent last year.

The Canadian company, which ranked among the top 10 best performing companies in the diversified industries sector on the TSX Venture Exchange last year, has sold play structures to over 50 countries and to 16 different markets, including family entertainment centres, theme parks, shopping malls, restaurants, hospitals, zoos, churches and more. It also owns and operates a family entertainment centre, called The Great Escape, in Langley, BC.

Iplayco's management believes that the benefits of the Saudi deal, including the expected accretion to earnings, will far outweigh the significant dilution that comes with the cash injection.

Price: C\$1.25

Market Cap: C\$12.264M

1 Year Share Price Graph



Share Information

Code: IPC

Listing: TSX-V

Sector: Manufacturing

Website: www.iplaycoltd.com

Company Synopsis:

Iplayco is a global leader in the design, manufacturing and installation of premium-quality, fun, safe and durable play structures for children.

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In August, the maker of children's indoor play structures unveiled its fiscal third quarter results statement, where it predicted "a significant increase in sales and earnings" for its next quarter ending in September.

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