LAPHTO

THE ART OF LEISURE

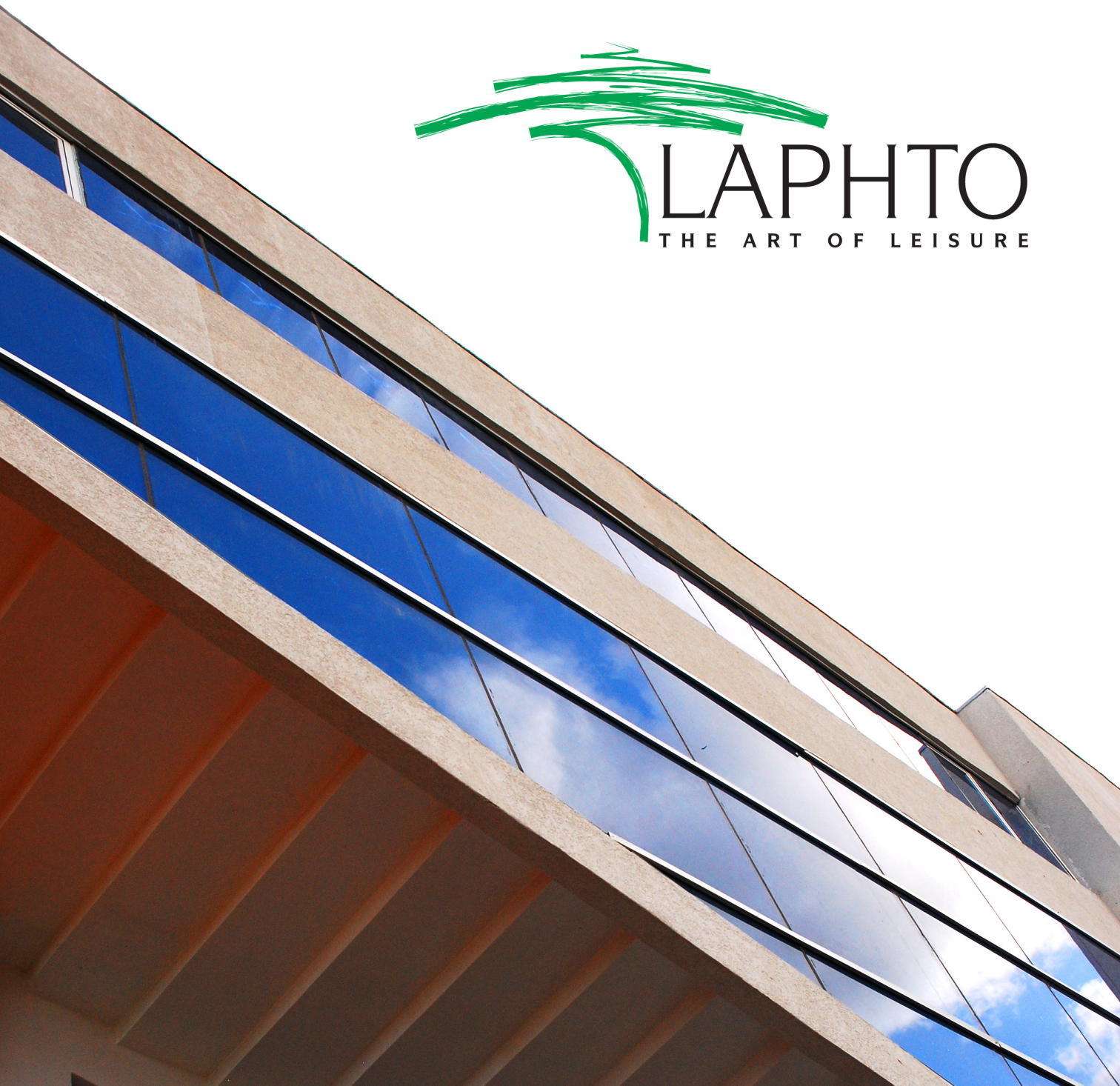




Photo of Laphto: Aida Muluneh
Design: Afrolink Studio

Editor's Letter

Welcome!
It is with great pleasure and excitement that we welcome you to Laphto, the premier entertainment, recreation and wellness hub in Addis Ababa.

We are very excited to offer you services which have never been available before. We will describe them in more detail later in this newsletter.The range of facilities offered here allow everyone in the family, (young, old and all ages in between) to find delight in their own personal style!

What we hope to provide at Laphto is a complete entertainment, recreation and wellness experience. We believe in providing choices: bowling, swimming, a modern gym, martial arts classes, sauna, a SPA center and of course shopping; are all made available under one roof. Young families will be happy to know that there are children's activities making it a friendly and ideal hangout. We also have a restaurant on the premises guaranteeing a delicious meal.

We wanted to make sure that Laphto adheres to international safety codes. We took special care to ensure the wellbeing of our guests, so we have installed the safest equipments, flooring and ventilation, along with state of the art sound and lighting systems.

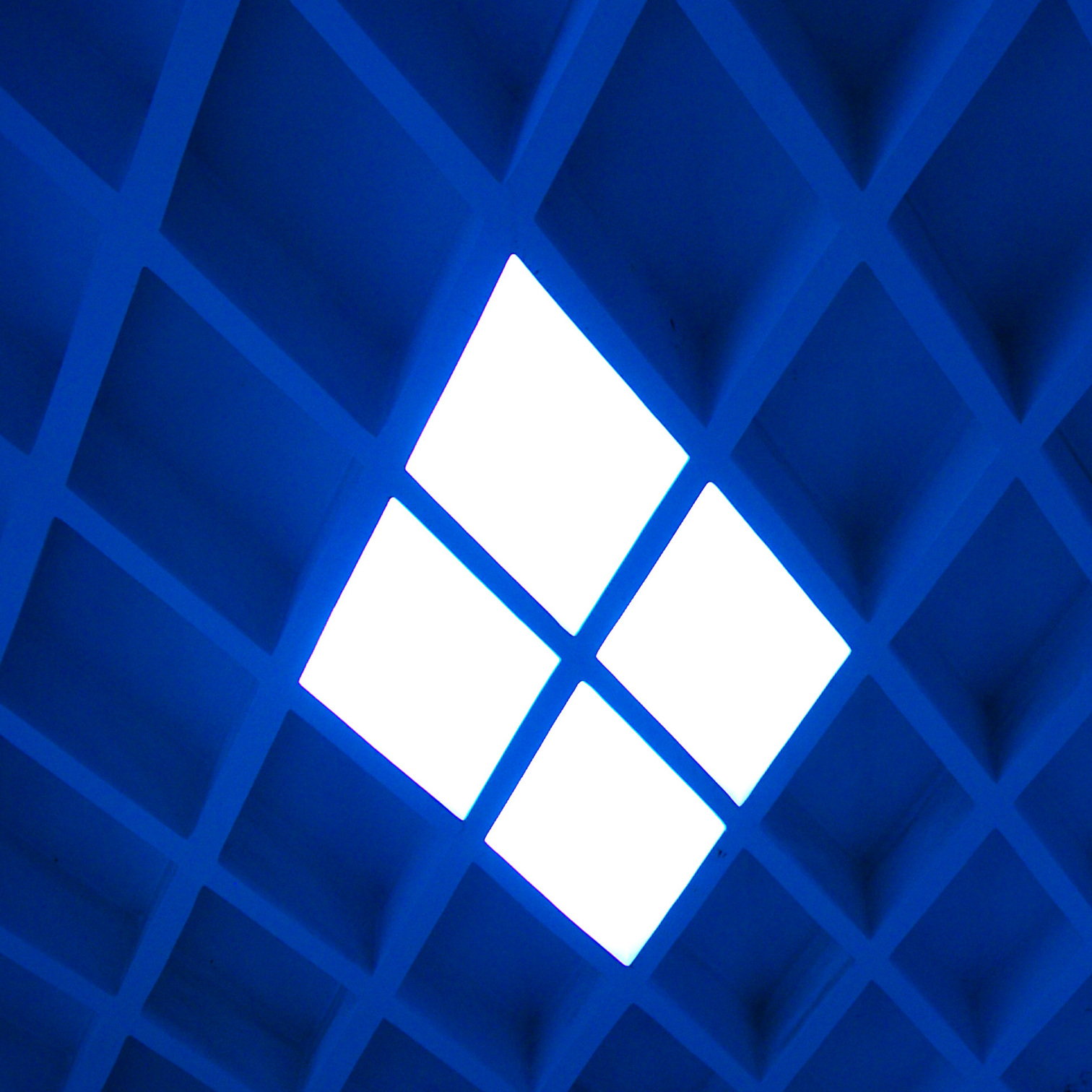
It took us a LONG TIME to build Laphto and we wanted to show you all the attention to detail and hard work it took to make this such an amazing building.

Laphto is not only a gym, we want to be a community oriented and to this end we will have leagues and clubs including swimming club, weight training club, salsa club, running club, walking club, bowling club and cycling club and more. Obviously, whether we can set up a league to play depends on the number of players we have, so ***make sure you make you friends sign up too!***

Everyone, who worked on it is as excited as we are. A big THANK YOU to Dashen Bank, NICE Insurance, Ethiopian Insurance, Zuqualla Steel Rolling Mill, Mugher Cement Factory, Messebo Cement Factory, Ethiopia Gibson, Electro World, Shawel Consult, Zeleke Belay Architect, MARSA, Dil, KADISCO, Mujib Commercial Center, Excel Plastic, Ethio Plastic, PGA Tech, Hadid Trading and Addis Paint and everyone else may have accidentally forgotten.

We also could not have erected this landmark building without the help of Addis Ababa City Government, Nefas Silk Lafto Land and Development Administration, Ethiopian and Addis Ababa Investment Office, Ethiopian Revenue and Customs Authority and all our suppliers.

We hope you will incorporate Laphto as part of your community and understand our objective is your comfort and convenience. We appreciate any comments or suggestions, we hope to establish an open door policy to make you part of our team. Your views are the key to a higher standard of service and performance.



LAPHTO

Vision

To provide the best entertainment, health and recreational facilities in a supportive and hospitable atmosphere

Mission

To make a meaningful difference in people's lives through innovative mind, body and social experiences.

Everyone needs some fun in their lives. Now Ethiopia has a place where guests are offered sports, entertainment and recreation activities, all in one location!

Laphto is the only place in Addis Ababa to offer high quality facilities, in one multipurpose complex.

Laphto has an unparalleled concentration of services, featuring:

- Olympic Length Swimming Pool
- Toddlers Pool with Water Slide
- Gym
- Basketball, Volleyball and other league sports
- Youth Programs/Camps
- Screening Room
- Event/Conference Facilities & Screening Room
- Shopping
- Dance Club
- Running Track
- Parking Facilities

Our primary aim is to

- Encourage family and group participation
- Provide exceptional services and quality products
- Provide entertainment and recreational atmosphere
- Be aware of our guests' needs and anticipate them

Laphto is designed to provide all age groups with a meeting place where they can enjoy recreation, entertainment and sports programs in a fun and safe environment.

Young people will find Laphto has sport, recreational and educational programs (many of which are the first of their kind in Ethiopia), youth are encouraged to develop their physical and artistic skills. In keeping with Laphto's children friendly policy, strict no alcohol rules will be enforced for all minors (or older, if requested by parents).

The Center presents an enjoyable meeting place for urban professionals, granting many options for interacting with friends. You will find programs geared to developing physical and other skills and opportunities to learn new ones.

Laphto is Wi- Fi enabled, which means that you can bring your laptop and access internet services anywhere you want on site!

Vigor Fitness

Vigor Fitness has one of, **if not the best**; workout facility in Addis Ababa. Vigor Fitness has over 2,500 m^2 of customized workout space, and has been designed to meet the highest international standards.

Designated areas are treated with sanitation treatment and high strength ventilation to reduce mold and maximize hygiene.

Free weights areas is covered in shock absorbing, padded flooring, to contain injuries commonly incurred in gyms.

The facility include luxury steam and sauna services for women and men. With over 200 lockers in each facility, showers, restrooms, toiletries and towel service, VIGOR Fitness provides excellent facility services for its members and guests.

Some of our workout equipment

Vigor Fitness has over 200 pieces of equipment, including cardiovascular, circuit training, resistance and strength building and free weights. The gym's equipment is from world class providers of commercial gym equipment, including Life Fitness and Hammer Strength.

Life Fitness Cardio Machine includes Treadmills, Recumbent Bikes, Cross Trainers, Upright Bikes and Summit Trainer. We also have Life Fitness Fit Series machines and Circuit Series machines. Hammer Strength Series Machines, including Abdominal Crunch, Ground Base Squat / Lunge, Lateral Chest / Back Hammer, Lateral Decline Press and Seated Calf Raise, and Strength Benches & Racks

Vigor Fitness also provides various accessories which support and enhance workouts and training. Vigor Fitness has a lot of equipment, so that your time is never wasted. Instead, you will find creative ways to train your body and discipline your mind.

All Vigor Gym members will undergo health and safety assessment and counseling. Initial health screenings are conducted to make sure any program, whether group or individual, is appropriate for that particular person.

In the introductory phase, each member will undergo;
- Nutritional Consultation
- Health Screening
- Fitness Assessment
- Equipment Orientation
- Introductory One to One Workout

Vigor Fitness has sports programs and coaching for seniors, adults, and children. These include personal training, group workouts such as aerobics, spin classes and dance classes and other disciplines such as Martial Arts, Yoga etc. All programs will be supervised by trained personnel.

Vigor Fitness has certified personal trainers to provide guests with ongoing counseling, guidance and monitoring programs. This means that guests can achieve the most from their workout and the equipment.

Personal trainers and gym supervisors will also monitor all guests to make sure that they are using the equipment in a safe manner to prevent the common types of injuries incurred in gyms.

Vigor Fitness Group X

Vigor Fitness GroupX is VIGOR Fitness's foremost workout and exercise routine offered to clients.

The multi dimensional workout routine, which includes cardio, fitness and flexibility components designed to address all key areas of wellness and fitness, while also providing clients with an all round regime which is diverse and fun. This means that working out is never boring (a common problem with most programs) and that clients derive the maximum benefit from the variety of exercises and disciplines.

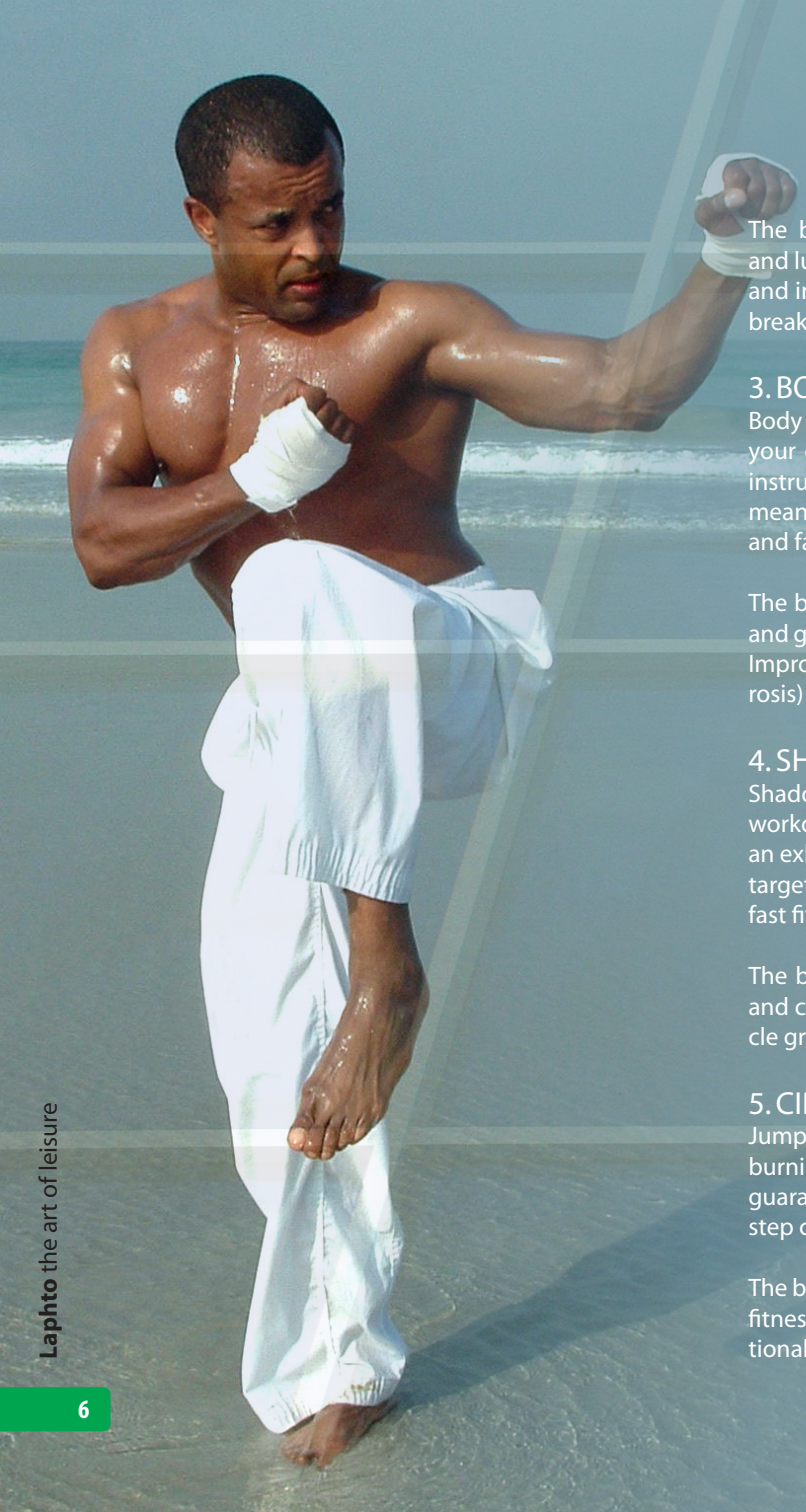
1. VORTEX CYCLING

Vortex Cycling is an indoor cycling workout where you can ride to the rhythm of powerful music. Encouraged by an inspiring coach leader, cyclers challenge all sorts of landscapes and terrains - flats, mountain peak and hills.

The benefits of the routine include increased cardiovascular fitness and leg strength, and muscular endurance without building up body bulk. The workout also releases natural endorphins into the body.

2. TAE-BO

Tae-Bo is a program which is inspired by Taekwon-Do and Boxing and is an empowering work which totally unleashes you! Supported by a skilled instructor, you can strike, kick and punch your way to superior fitness and strength.



The benefits of the routine include improved heart and lung functions (reducing the risk of heart diseases) and improved bone density (reducing the risk of bone breakage and osteoporosis in old age).

3. BODY TONE

Body Tone is the original class designed to strengthen your entire body using barbell. Great music, inspiring instruction and weights designed for your needs which means that you can achieve the results you came for – and fast.

The benefits of the routine include improved strength and general fitness and shaping and toning all muscles. Improved bone density (reducing the risk of osteoporosis) is also a benefit of this program.

4. SHADOW CARDIO BOXING

Shadow Cardio Boxing is a high impact, fat burning workout which is choreographed to the latest music for an exhilarating exercise session. Shadow Cardio Boxing targets the upper and lower body, and delivers ultra fast fitness results.

The benefits of the routine include improved posture and core strength and stability and toning of key muscle groups.

5. CIRCUIT TRAINING

Jump from station to station for an intense calorie burning and strength training workout all in one! We guarantee you will leave sweating, satisfied, and one step closer to your fitness goals.

The benefits of the exercises include improved physical fitness, stamina and endurance and building of functional strength.

6. AQUA AEROBICS
Aqua Aerobics is a program designed to provide a workout and/or facilitate movement in a non impact setting.

The benefits of the program include non impact workout which reduces injuries, improved balance and physical strength.

7. AB-BLASTER
Ab-Blaster is an intense abdominal workout which strengthens your inner and outer core and lower back.

The benefits of the workout include focused toning of abdominal, back areas, improving spinal strength and posture.

Our Studios

1. SPIN STUDIO
35 Group Cycling Machines are available for guests and members. Cycling burns up to 800 calories in an hour.

2. CIRCUIT STUDIO
11 machines for intense calorie burning and strength training workout – in – one studio. Equipment includes abdominal bench and crunch, bicep curl, chest press, lateral pull down, squat lunge and more.

3. AEROBICS STUDIO
Large dedicated studio for aerobics which has been configured to accommodate up to 40 people. Padded floors throughout the room ensure that guests do not incur high impact aerobics injuries which are common to aerobics classes.

4. MIND AND BODY & DOJO STUDIO

YOGA
Yoga is a discipline which combines a physical workout which builds flexibility and strength and improved breathing techniques with a mental workout which leaves you feeling centered and calm.

The physical benefits of the discipline include improved overall body strength and flexibility, and increase in core strength and improved cardio vascular function. The mental benefits include an improved state of mental wellbeing and health and reduced stress levels.

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TAEKWON-DO
Taekwondo is a traditional Korean martial art which provides all full body workout. It also teaches self defense, relaxation and meditation exercises.

The benefits of this program include learning (or improving) a martial art discipline while also getting a good workout which includes stretching and physical development of the lower and upper body and better balance. Improved self confidence and discipline are also benefits. For children, martial arts are a key way in which to instill concentration and discipline, self confidence and a positive attitude, inner strength and self esteem.

SHOTOKAN
Founder Master Gichin Funokoshi was born in Okinawa in 1868 and died in Tokyo in 1957. Master Funokoshi –

the father of modern day karate introduced martial arts to the Japanese public in 1922. In 1936, Funosaki established the Shotokan karate, a great landmark in the history of karate in Japan.

Shotokan (karate) is more than just a method of self defense. Karate is art and also the following:

- A healthy and exciting sport
- An excellent scientific exercise which strengthens and tones up the body as a whole
- Develops coordination and speeds up reflex
- Increases endurance and strengthens the will and develops character
- Way of life through which true realization can be achieved

"The ultimate aim of threat of karate lies not in victory or defeat but in the perfection of the character." Gichin Funokoshi.

Running Track

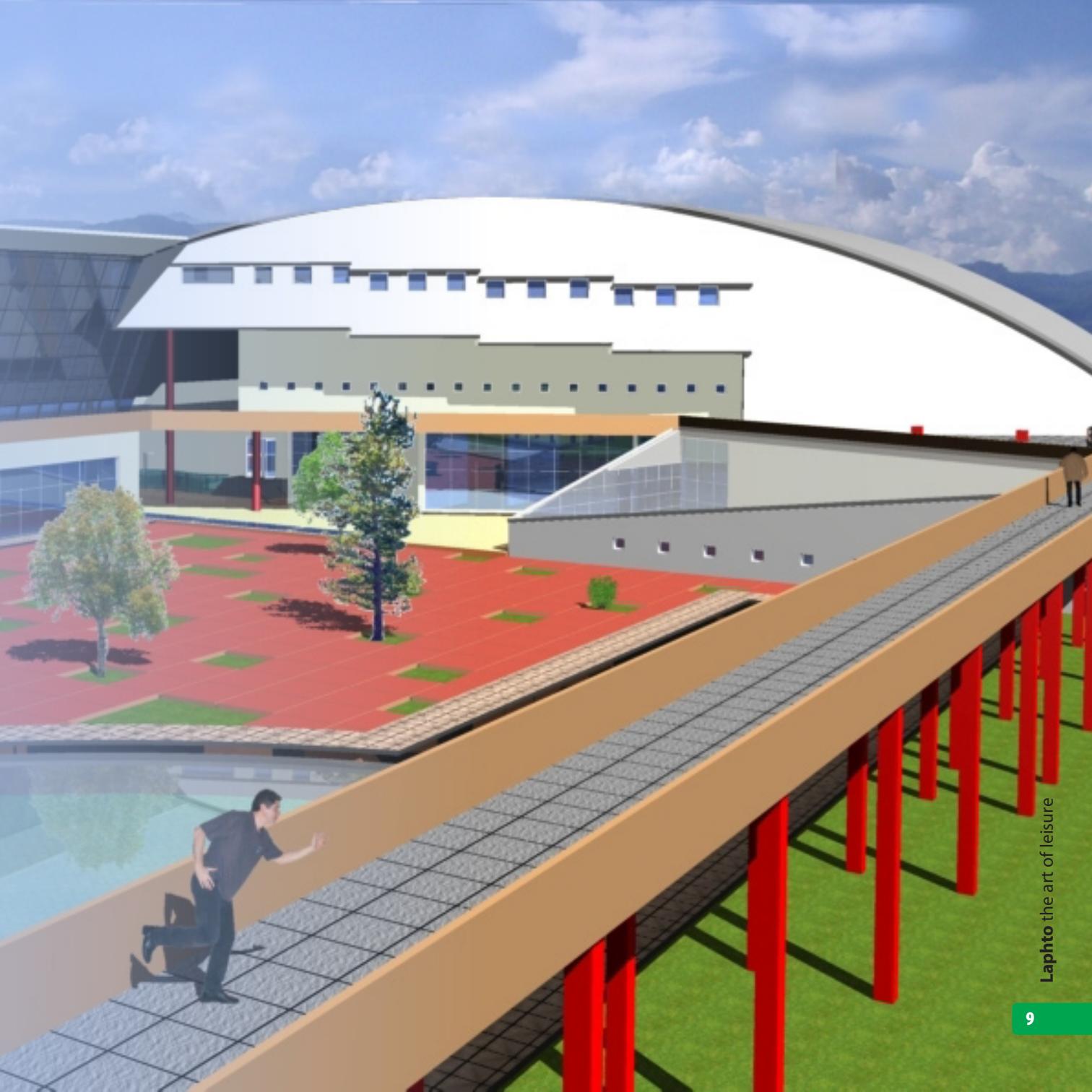
Laphto has a one kilometer length running or walking track (5 laps = 1 kilometer).

The track is equipped with special shock absorbing flooring to prevent running and track sports injuries.

The track circles the entire top of Laphto with beautiful views of the complex and the surrounding neighborhood, making it fun while you run or power walk!!



Fitness, for your mind,
body and spirt





AQUA
CLUB

The Aqua Club swimming pool at Laphto Center is designed so that it can address everyone's need for exercise and fun at the same time!

The Aqua Club swimming pool has 4 designated 50 meters Olympic length lanes and a 200 sq. meters. children's area. The pool is kept constantly heated at 26°C and has one of only 3 filtration pool systems in Addis Ababa.

For guests who want to learn swimming, the Aqua Club offers basic and advanced swimming lessons, water aerobics and other aquatics. Water safety and basic life guard training is also available.

For serious swimmers who want to exercise, the designated lanes mean that swimmers can enjoy a full length swim without interruption.

Aqua Club has also dedicated a children's area so that children and toddlers can swim and play in safety.

For young swimmers who just want to have a fun filled day at the pool, there is the ONE and ONLY water slide in Addis!

For parents who want their children to learn swimming skills, swimming instruction for children is available in a safe and fun environment. In addition to different swimming lessons, children will be taught water safety and basic life saving.

All new students will be evaluated prior to registration to make sure they are placed in the proper classes and students will be required to wear safety equipment (water wings, flotation pads) until they become proficient.

For added privacy and exclusivity, the AQUA Club has cabanas around the pool which are available for rental on a daily, monthly or annual basis.

AQUA Club member will be offered a full menu and taken care of by efficient and friendly staff. Food can be eaten either by the swimming pool, at the AQUA Club snack and bar area or at Café "O".

Fitness meets pleasure


BOWLARAMA

Bowlarama

Bowlarama Lanes has the only 12 fully automated bowling lanes in Addis Ababa, with state of the art Brunswick bowling equipment.

The bowling lanes have overhead and individual station high automated HI DEF scoring screens, and pioneering music and lighting, making for hours of enjoyment with friends and family.

Bowlarama also has another first for Addis Ababa, late night cosmic (Glow) bowling! This makes nighttime bowling one of the greatest choices for evening gatherings or celebrations!

There is lots of spectator seating which means that those that are not bowling can also be included in the fun. Bowlarama's staff will supply you with snacks and drinks even as you enjoy your game.

Bowling is also available for younger players, aged 7 and up. To encourage young players, Bowlarama's lanes can be customized with gutter guards, which guarantee that younger players bowling balls will always stay in the lanes.

Bowlarama Lanes and Lounge can be reserved for private parties, birthdays, family reunion, and office celebrations to make group events something out of the ordinary, book in advance!

Bowlarama members are offered lockers to store their bowling balls, shoes and other essentials. Shoe rentals are also available.

Bowlarama Lounge

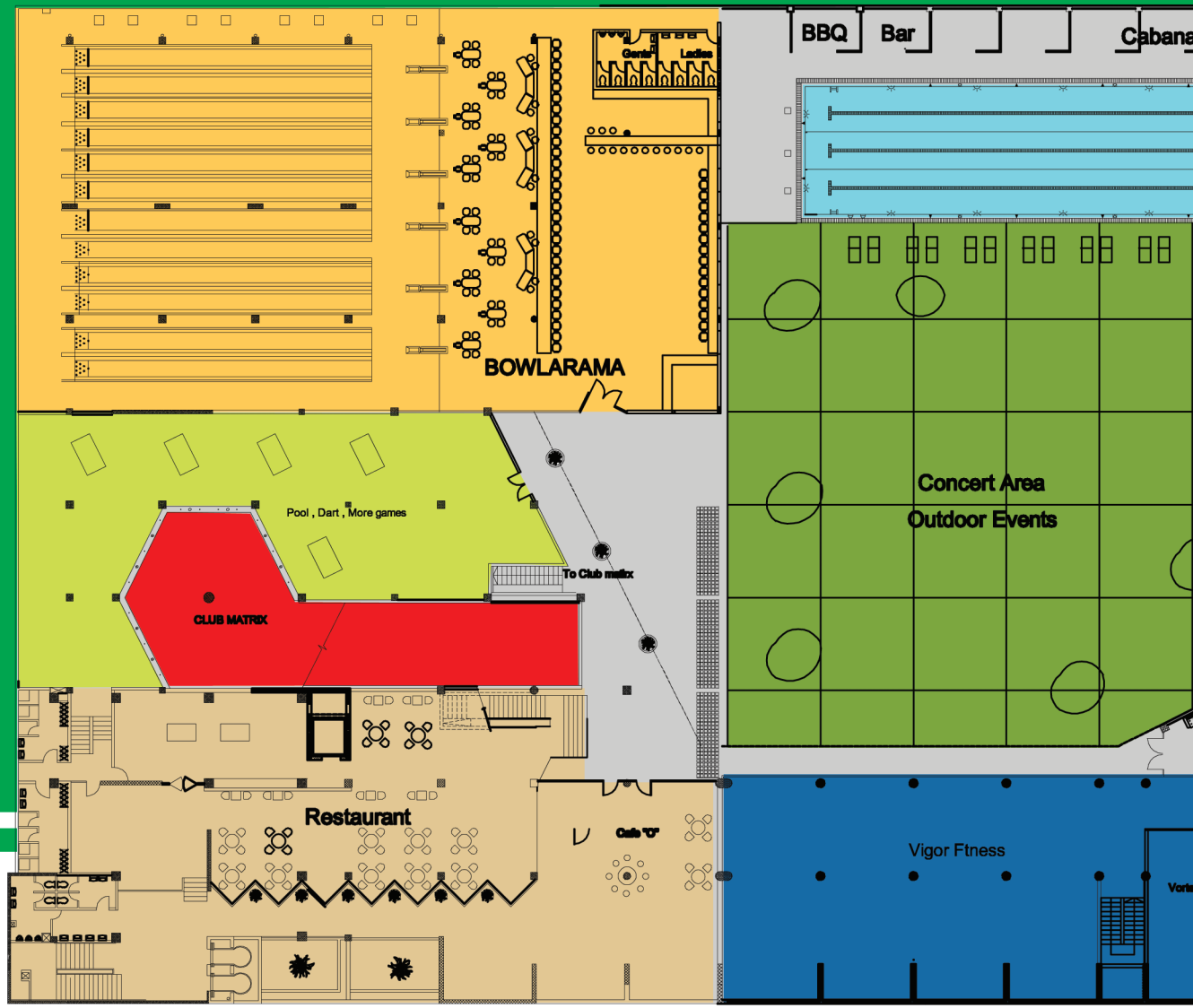
Bowlarama Lounge is next to the bowling lanes and can accommodate up to 100 guests.

The Lounge is designed so that guests can choose to either watch the action in the bowling lanes or simply socialize with their family and friends.

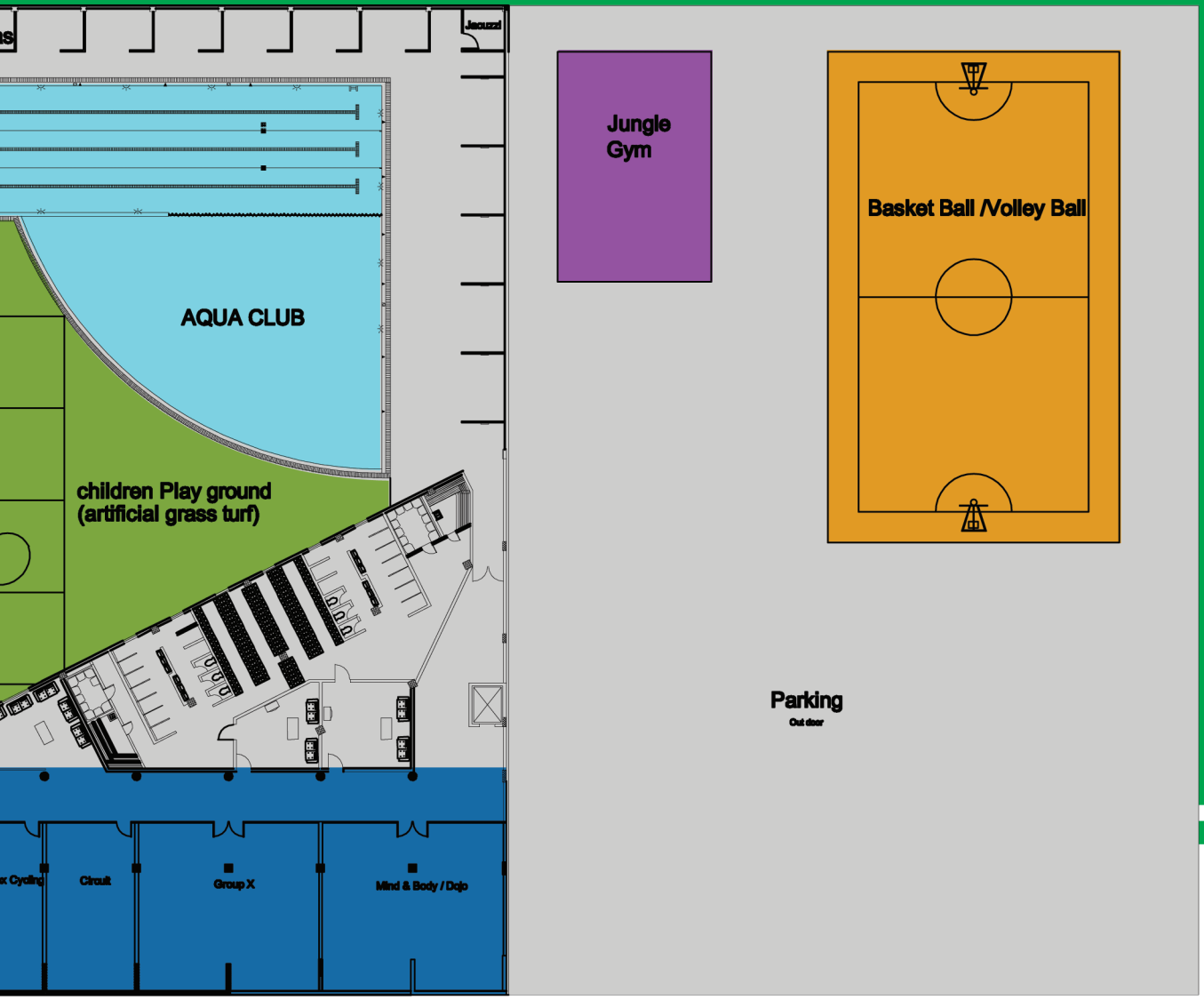
The Lounge area is about relaxation in an attractive setting.

There are comfortable lounge chairs and tables designed for maximum comfort and spotlights over the seating areas for a warm and informal atmosphere.

With its beautiful décor, spectacular bar and friendly and efficient full waitress service, the Bowlarama Lounge is a "hang out" spot by itself.



Vigor Fitness
Aqua Club
Club Matrix
Cafe O / Restaurant
Rec. Room
Bowlarama
Jungle
Basket Ball / Volley Ball


Jacuzzi
AQUA CLUB
children Play ground
(artificial grass turf)
Jungle
Gym
Basket Ball /Volley Ball
Parking
Out door
Circuit
Group X
Mind & Body / Dojo

LAPHTO

CLUB matrix

Matrix will be the only Club in the Old Airport Area which will offer the full club experience to its guests.

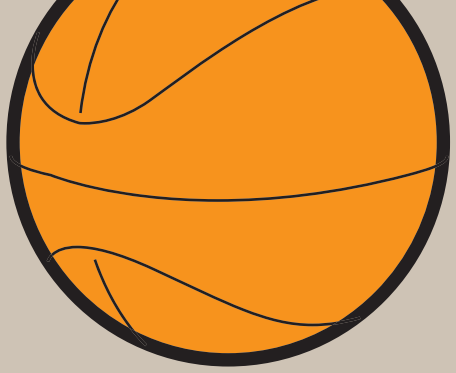
MATRIX has been designed for maximum impact and drama, including laser and strobe lighting, smoke machines and high tech speakers throughout the space.

With its state of the art décor, sound, lighting and video systems, MATRIX offers guests a dynamic and vibrant environment to mingle with friends late into the night.

MATRIX is configured so that it can accommodate up to 800 people for night time entertainment. There is also a stage area, which is ideal for staging music and comedy shows, plays, fashion shows and other events.

The club will feature national and international guest music artists, jazz, salsa, R&B and oldies nights, which are designed to appeal to different groups of guests.

The Club is available for private parties, weddings, corporate parties and other events.



Youth Camps/Programs

While children are not in school, Laphto will be all about FUN, FUN and more FUN.

Our mission is to provide a safe and enjoyable educational and recreational environment. In this atmosphere, children and teenagers can develop into well rounded individuals with social skills, such as leadership, teamwork, responsibility and honesty.

Children will also be taught the importance of sport and exercise for both mental and physical health.

The Youth Programs offer children and teenagers sports, recreational music and coaching programs which are not currently available. Young campers will learn the fundamentals of various group and team sports and individual events with a focus on sportsmanship, safety and health.

Programs are intended to provide children and teenagers with participatory activities that will expand their personal, social and sporting skills and increase their confidence, while simultaneously educating them.

Hopefully, the activities will help youth in identifying a sport or exercise which they enjoy and will ultimately assist in instilling in them a life long love for sports and exercise.

Children will have structured group time and manual skills projects. This will include reading time to expand their reading skills and develop a love for books, and projects which emphasis cooperation, respect for others and encouragement of manual skills.

Half day, after school and summer camps are available in multiple disciplines.

For arts and crafts, programs include painting, card making, puppet making, drawing and decorating. There are also opportunities to prepare and perform in plays and puppet shows, cooking classes

Sports programs include children's movement and martial arts classes and family sports days. Campers will also participate in sports leagues and field trips and be able to choose from a variety of group activities including volleyball, basketball, TaeKwonDo, bowling and swimming.

The half day schedules follow the private and public school schedules and provide activities for students when school is out of session.



Biogenic Spa

"The trend begins here!!"

Biogenic is the leading spa and beauty provider in Addis Ababa. It has been operational for more than 16 years and provides multiple services which are exclusive only to Biogenic.

Biogenic is a full service Salon and Spa dedicated to consistently provides high guest satisfaction through excellent service, quality products and furnishing, in an enjoyable atmosphere, and at an reasonable price.

Our mission is to provide services and products that will enhance our guests' physical appearance and mental relaxation.

Biogenic provides quality skin, hair and nail products for both women and men in a relaxed and hygienic atmosphere. Services will be provided by technicians who are trained in the latest techniques

What sets us apart is; a) our commitment to providing all services and products in one convenient and pleasant location, b) our access to products and c) the expertise of our personnel

Various services and equipment are ONLY available at Biogenic.

Some of these exclusive services and equipment;

- **Full Facials.** These treatments use cleaning and brushing, ionization steamer, extraction, suction, high frequency and massage treatment.
- **Back Facials.** These treatments use cleaning and brushing, ionization steamer, extraction, suction, high frequency and massage treatment.
- **Face Stone Massage.** This treatment helps in the stimulation and relaxation of the face and reduces fine lines.
- **Non Surgical Face Lifts.** This treatment improves muscle tone in the face and neck. This prevents age drooping of the face and early age wrinkles.
- **Termocoperta thermal body wraps.** This easy way to loose weight, this treatment uses body wraps with a special Algae lotion to lose weight and cellulite.
- **Anesi Body Parafango Treatment.** This treatment firms skin and improve its elasticity. This gives skin a smooth and soft look and also diminishes cellulite.
- **SPR (Sun Pigment Removal).** This treatment is very popular and removes sunspots and damage from the face, neck and other areas of the body.
- **Soin Du Regard Eye Treatment.** This treatment uses Soin Du Regard products in a unique treatment which protect and moisturize the eye contour area. This provides protection from wrinkles and facial lines. It also strengthens eyelashes to give an attractive look.
- **Tinting.** This eyelash and eye brow tint treatment defines eyelashes and eyebrows dramatically and is available in many colors
- **Paraffin Treatment.** Paraffin manicure and pedicure treatments helps and softens rough and dry hands and feet. Improved overall texture and skin on hands and feet provide a softer, fresher and healthier appearance.

Café

Café 'O" aims to provide a very different dining experience to our guests, with in emphasis on quality food at sensible prices.

Café "O" guests can enjoy a casual atmosphere and a diverse menu which focuses on delicious, healthy and filling "home cooked" meals. .

The menu includes a variety of casual and tasty dishes from all over the world which have been freshly prepared and include beverages and fresh fruit juices, a variety of sandwiches and soups, main courses, vegetarian selections and desserts.

Café "O" also has a pastry and bread counter where daily freshly baked pastries, breads and cakes will be available for guests.

The attentive and friendly staff at Café "O" are dedicated to making sure that all guests are taken care of quickly and efficiently and that any special requests are met.

Café "O" also has children's menu which is customized especially for children, focusing on offering them their "favorite" foods, served in a healthy and attractive manner.







Screening Rooms

Laphto has three screening rooms. One room as the capacity to seat 210 guests while the other two have the capacity with the capacity to seat 110 guests. Rooms can be rented individually or a break out basis or together for larger audiences.

The screening rooms are intended to be Laptho's main cultural forum. They provide guests with an ideal opportunity to learn about many different societies and traditions, through the exchange of information, food, films and entertainment.

Each screening room has amphitheatre style seating and, Dolby surround sound equipment, which makes them ideal for lectures, exhibitions, shows and film screenings. Lecture, film and sound equipment, seminar materials and other services are also available upon request.

mang Comunication



The Recreation (REC) Room

The Rec. Room is a space with more than 400 sq. meters dedicated to entertainment and fun. The layout of The Rec. Room is designed to accommodate many groups of people, including adults, teenagers and families.

One of the best features of The Rec. Room is its 7 Pro 8" and one 7" outdoor WIRAKA pool tables. Two of the tables are competition standard, measuring 10".

There is direct overhead lighting for guests' maximum convenience and each table comes with its own balls, sticks and chalk.

Other enjoyable games available in The Rec. room include dart boards.

To keep the energy level high as guests enjoy all the games on offer, the Rec. Room has dynamic music and lighting systems and multiple source Satellite TV broadcast on a 21" screen TVs.

Fitness, Family and Fun

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Event Facilities

Laphto is ideal for large concerts, shows and events.

EVENT CALENDAR COMING SOON!!!

Conferences, Seminars, Workshops and Corporate Retreats

Laphto's event facilities can to cater to both large and small events, from the smallest private meetings and gatherings to large conferences with multi -purpose demands.

The facilities are designed to be adaptable to suit guests' requirements and can be used together or as individual units.

Stages, modern audio and communication systems, and filming and recording facilities are available on demand.

Laphto also offers catering and office services which make these facilities ideal for professionals who require comprehensive meeting and conference services.

Parties and Celebrations

Laphto is able to host parties of up to 500 people at a time. You can put your mind at rest while we cater to all your needs: decorating, party arrangements, entertainment management or any other special requests you may have.

Weddings, graduations, birthday parties, christenings, bachelor and bachelorette parties, promotions or retirement parties, and other celebrations can also be accommodated at Laphto.

Laphto parties for children will be action packed, entertaining and hassle free. We will help parents plan the party, provide and decorate the space, supervise the activities, cater the food and take care of anything else that is needed.

Parents will be able to customize party activities and events that can be staged around a particular sport or recreation that means basketball, bowling, martial arts, parties, field games or arts and crafts sessions that mean a truly UNIQUE party experience.

Laphto Mall and Shopping

For your convenience, Laphto offers a range of centralized shops and other services. These include:

Large display showrooms, offices, supermarkets and shops with direct street access for maximum convenience.

Parking Facilities

...no more worrying about where to park the car…"is it safe"…"do I have to move it?"

Laphto has both underground and ground level parking. Our underground parking can easily accommodate 90 cars and an additional 250 cars be accommodated at ground level.

Frequently Asked Questions

What are the hours for each facility?

VIGOR Fitness. 5:30 am to 10:00 p.m.
Bowlarama. 10 a.m. to 1 a.m
Aqua Club. 5:30 am to 9 p.m.
Café "O" – 6 am to 12 a.m
Event Facilities. 8:30 am to 5 p.m.
Screening Room. 5:30 pm to 12 a.m.

Do I have to be a member to use the facilities?

No.

What are the costs of each facility/ membership ?

We have different rates for different products and services. Please call our friendly membership consultants: Mahlet Teklemariam @ 0913 546328, Samson Hailu @ 0911 408310 and Mohit Vartak @ 0912 158128.

How can I apply for membership?

Please refer to our website www.lahpto.com, newsletter or our friendly membership consultants Mahlet Teklemariam @ 0913 546328, Samson Hailu @ 0911 408310 and Mohit Vartak @ 0912 158128.

What are the advantages of being a member?

When you become a member, you will get discounts on Laphto's products and services

Are there any family, children or group discount rate?

Yes.

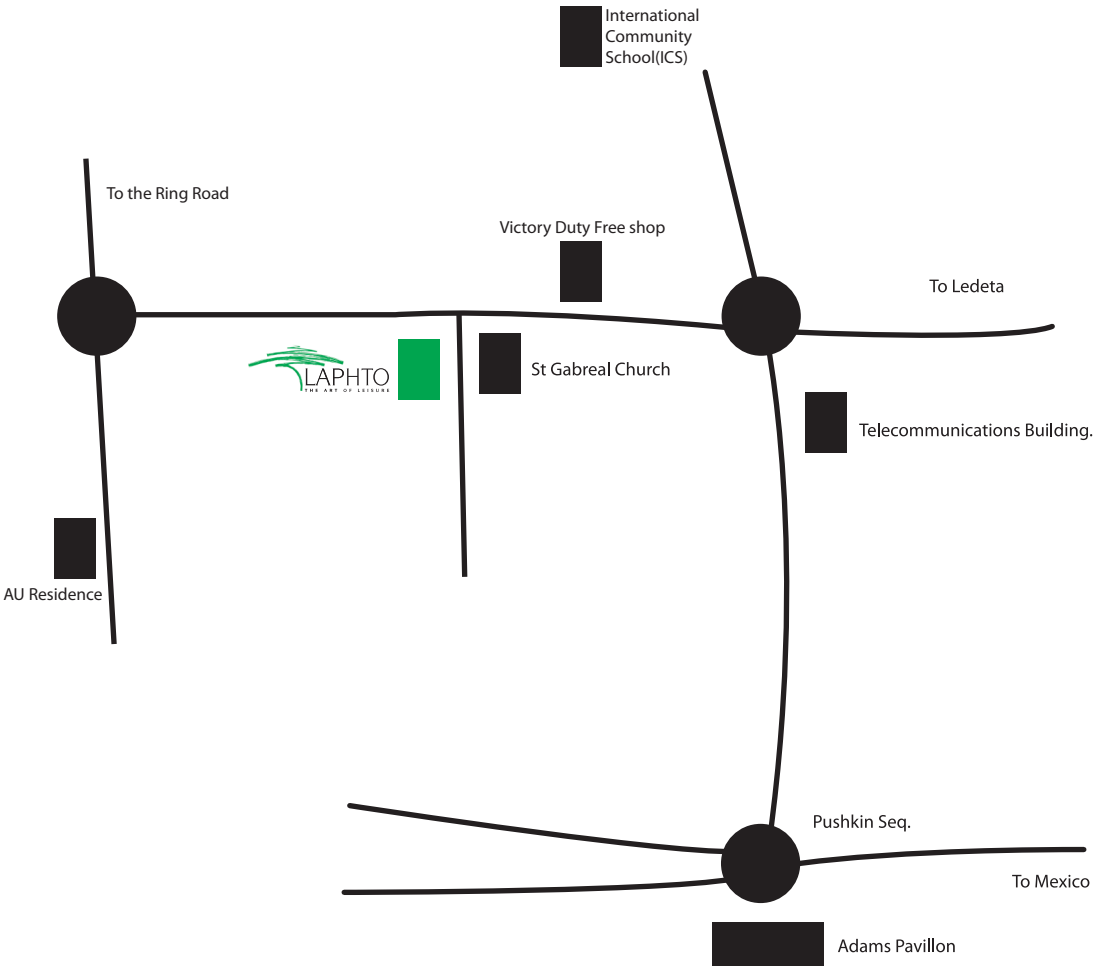
How do I get to Laphto Center?

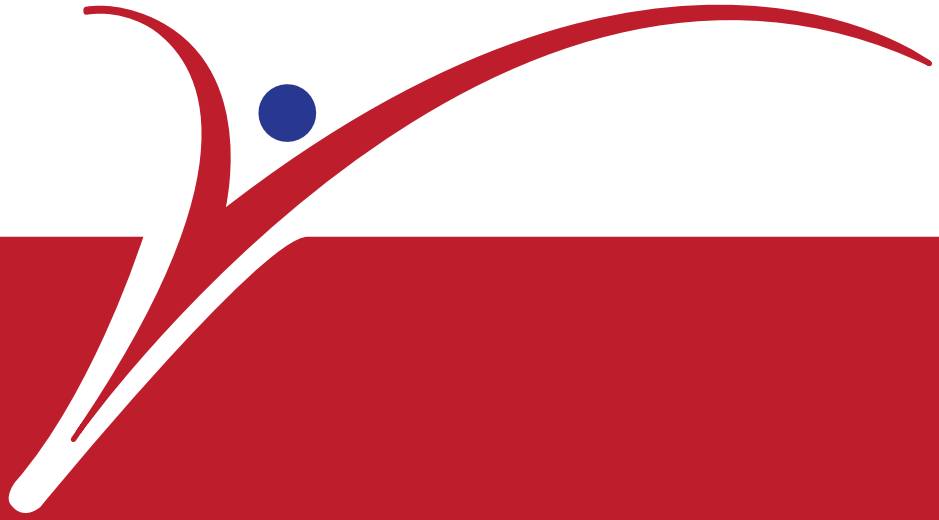
Refer the map on the next page

What is the minimum age to use the swimming pool?

Swimming - 4 years old and above (unless supervised)
Bowling – 7 years old

Map to Lahpto





Think VIGOR

Fitness for Life

LAPHTO

THE ART OF LEISURE

For more information feel free to call the following:

Sosina Shewangzaw	091 120 8057
Mahlet Teklemariam	091 354 6328
Samson Hailu	091 140 8310
Mohit Vartak	091 215 8128