

AJ HACKETT

International

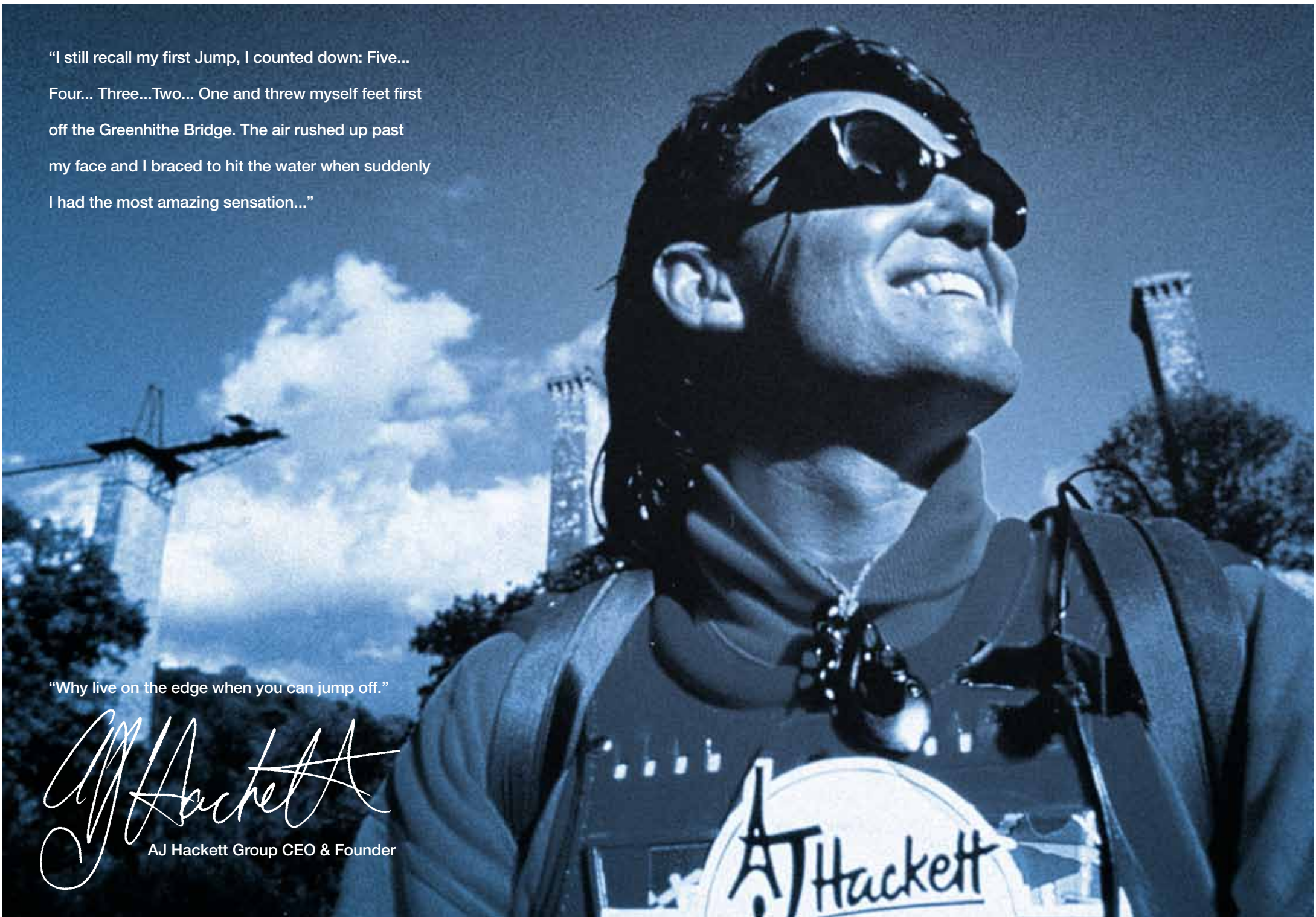
COMPANY PROFILE



"I still recall my first Jump, I counted down: Five...
Four... Three...Two... One and threw myself feet first
off the Greenhithe Bridge. The air rushed up past
my face and I braced to hit the water when suddenly
I had the most amazing sensation..."

"Why live on the edge when you can jump off."

AJ Hackett
AJ Hackett Group CEO & Founder



The Ultimate Adventure Company 03



AJ Hackett Macau – The World's Highest Bungy Jump 233m

AJ Hackett International is the most recognized and respected of all gravity related adventure tourism brands. It has been at the forefront of adventure tourism since its creation in the late 1980s. Started by AJ Hackett and Henry van Asch in the mountain setting of Queenstown, New Zealand, commercial bungy jumping was a vehicle for the perfect lifestyle, a never-ending adventure by two mates to push each other and their friends to the limit.

AJ Hackett International has become the standard by which many other adventure operators are measured. The company was created by adventurers, and the products are made for people who want to experience the same personal adventure. Today there is still only one ultimate adventure company offering and operating a diverse range of gravity adventure products globally.

AJ Hackett International's vision is to be regarded in all that we do as the world's leading Adventure Company. We endeavour to create unrivalled experiences, deliver the best service, communicate the best brand message, and be crewed by the ultimate adventure professionals.

04 Our Story

Bungy, the word that quickens the pulse and stirs the imagination refers to the challenge and excitement of trusting one's life to a single rubber cord and then throwing one's self off a bridge or platform suspended high above the ground. For jumpers the challenge is to overcome their fears and in triumph be able to say, "I did it!".

AJ Hackett recognised this challenge back in 1986 after seeing a video of jumps performed by "The Oxford University Dangerous Sports Club". That group had performed several jumps in the late seventies as a modern version of a manhood initiation ritual ceremony performed by natives in Vanuatu.

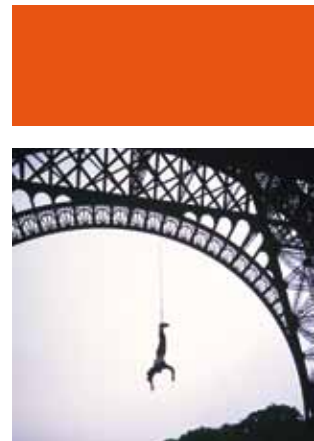
AJ's imagination took over, he teamed up with Chris Sigglekow and started experimenting with latex rubber, climbing equipment and parachute harnesses until satisfied that Bungy could be done predictably whilst still being fun. After much testing they then started jumping from many different bridges through the North Island of new Zealand.

In early 1987 AJ travelled to Europe with friend and fellow speed skier Henry van Ash in pursuit of snow and to find new ways and places to Bungy Jump. The pair jumped higher structures up to 150m and carried out further research on equipment and systems that would enable AJ to make what was to be the first of many "extreme" jumps. In Tignes, a ski station in the Savoie region of France, at an altitude of nearly 3700m, AJ jumped from a gondola and at the bottom of the 1st stretch touched down perfectly in deep snow 91 meters below. The jump went exactly as planned in difficult conditions of extreme cold and wind and proved that the Bungy Cord would still be predictable at -20 degrees.

AJ then moved his sights to a jump, which was to have a strong effect on the lives of many people. AJ made the leap from the Eiffel Tower, Paris in June 1987, gaining worldwide media attention. Very soon after the Eiffel Tower Jump other radical jumps were then orchestrated such as the Statue of Liberty, Auckland Stock Exchange Building, and Helicopter Bungy. People throughout the world now recognise AJ as a person synonymous with challenge, safety, and achievement.

In 1988 AJ began offering for the first time public Bungy Jumping in Ohakune, New Zealand before deciding on Queenstown, New Zealand as the ideal place to establish a base for full time operations, which still continues today.

The company and brand AJ Hackett has since spread throughout the world and diversified into other gravity related experiences, thrilling more than 3.5 million ecstatic customers.





AJ is escorted by the French Police after jumping from the Eiffel Tower in the early morning, 26th June 1986

06 Our Culture

In the late 1980s AJ recognized an opportunity to make a living in the adventure tourism industry through developing predictable safe and fun commercial Bungy Jumping.

The company was built on the strength and success of this core product. With its core purpose and grass roots enthusiasm, AJ Hackett International rapidly expanded across the globe. First time jumpers helped to spread the word, while AJ started looking for other countries and opportunities.

Today's crew invokes the culture installed by AJ from those early days. Every customer today takes home a piece of the history by overcoming their personal fears and realizing their ultimate personal challenge. Throughout the years customers proudly display and re-live their experience through digital imaging and the traditional souvenir T-shirt which is still given free to all who join our adventure.



History & Values 07

Since its conception in 1988, AJ Hackett International has provided more than 3.5 million people with the challenge of a lifetime. Our standards of safety and professional service have gained a reputation as a world leader in the adventure tourism industry globally.

OUR PURPOSE

AJ Hackett International aims to create a unique must see environment where our customers are able to overcome their fears and achieve their dreams. AJ Hackett International continues to upgrade its products and services to enhance the experience for every one of our customers.

OUR AMBITION

To continually develop and grow our product offerings and the AJ Hackett brand for people of all cultures, age and ability.

OUR MISSION

To continually remain the world leader in adventure tourism by developing a range of products and services that delivers the ultimate adventure experience.

COMPANY VALUES

- » Customer Safety
- » Customer Service
- » Creative and Innovative New Products
- » Committed Professional Crew
- » Environment and Community
- » Honesty and Integrity

BRAND VALUES

- » Culture
- » Technology
- » Fun
- » Respect
- » Innovation
- » Reliability
- » Safety
- » Belief
- » Leadership



08 Safety & Technology



Safety for our customers & crew is of the utmost importance to AJ Hackett International. We strive to eliminate any risk or potential for incident through the use of specialized technology, operational awareness, site design and crisis procedures.

All Jump crew are highly trained to the highest standards of Jump Master Accreditation and through an independent trainer complete regular refresher courses.

AS/NZS 5848 Developed by AJ in conjunction with the New Zealand and Australian Governments. These safety standards are the recognized standard for Bungy Jumping internationally.

EQUIPMENT

All activity related equipment used by AJ Hackett International is of the highest available manufacturing standards. All bungy cords are manufactured specifically for each site by AJ Hackett. Hardware utilized for operations requires ratings and certification before being introduced into operations.



AJ Hackett 09

AJ Hackett is the founder and CEO of AJ Hackett International.

Born in Pukekohe, New Zealand in 1958, AJ started bungy jumping from bridges throughout the North Island of New Zealand in 1986, using rubber cords developed in conjunction with the University of Auckland.

Moving to France in 1987 he took bungy to new heights and challenges jumping from the Pont de la Caille, at 147m, then his highest jump to date, and from a ski gondola in -20 degree temperatures in Tignes, France.

In 1987, AJ introduced bungy jumping to the world with a clandestine jump from the Eiffel Tower in Paris, a 110 meter jump which gained him global notoriety and a place as one of New Zealand's most famous exports.

AJ currently divides his time between Singapore, Indonesia and Australasia and continues to take an active role in managing the company's worldwide operations and specializes in developing new products and sites.



10 Our Products



BUNGY JUMPING

As the inventor of modern day commercial Bungee Jumping, AJ Hackett International has developed a comprehensive system for allowing customers to safely leap from structures between 30m to 250m in height. Bungee Jumping is the ultimate gravity experience, allowing people to free fall through the air attached to nothing more than a rubber cord! A range of different bungee jump systems have been developed to allow customers to be lowered to the ground or lifted back to the top after their jump. For extremely high jumps from tall towers, guide cables are used to ensure jumpers stay in a governed path and do not come in contact with the tower itself.

Bungee Jumping is offered in Australia, France, Russia, Germany, New Zealand and China.



HELI BUNGY

Heli-Bungy is one of the most spectacular of all adventure tourism experiences. Jumpers are briefed and attached before the helicopter takes off to jump height. A Jump Master is with the customer at all times and at the correct height gives the countdown before the customer jumps. Heli-Bungy is a unique experience and can be operated without a fixed infrastructure requirement.

Heli-bungy is no longer offered commercially to the public and is only available for special events and promotions.



GIANT SWINGS

The Giant Swing operates in a single plane and provides the experience of freefall combined with extreme speed as customers descend into a giant arc at speeds of up to 140 kmph. Swings can be performed forwards and backwards and with up to three customers. A self-release mechanism allows for the customer to take control and pull the release to set the swing in motion.

Offered in Australia, France, New Zealand and Russia.



TOWER CLIMB

The Ultimate in Urban Climbing. Conquer Macau's highest summit at 338m/1108 feet. Stand at the top of the iconic Macau Tower by climbing 100 meters up the mast's vertical ladders. All climbers are fitted with safety lines and harnesses, attached via a safety rail system to the tower and guided at all times in small groups. This experience allows individuals or groups of friends to scale and explore areas normally unattainable for a once in a unique lifetime adventure.

Offered in China



SKYJUMP

Skyjump allows one or two (tandem) people to leap feet first off a high tower and descend at approximately 60kmph towards the ground using a wire cable. Guide cables are used on either side of the jumper to guide them precisely to a landing platform on the ground. An automatic brake slows the descent at 15 meters from the ground, ensuring a soft landing.

Offered in China



FLYING FOX

The Flying Fox system allows customers to fly long distances over a valley or gully at high speed. Customers are attached in single or tandem formation to a tailor made chariot system that rolls down a wire cable at high speed. Customers can sit or run from the departure point and will reach speeds of more than 100 kmph during the descent.

Offered in France and Russia

12



SKYWALK X

Skywalk offers customers the chance to walk around the outside perimeter of a giant tower. Small groups of people are guided around the circumference of the tower while harnessed onto an overhead rail system, allowing them to move freely around on a one metre wide walkway, suspended more than 200 meters off the ground with no handrails.

Offered in China



OUTDOOR OBSERVATION DECKS

Observation areas and viewing platforms have been developed to allow customers to capture the best possible views of people performing extreme activities and the natural vista of the location. Observation decks are accessed by stairs, lifts or boardwalks and are developed to accommodate people with impaired mobility.

Offered in France, Australia, Indonesia, Asia and Russia



EVENTS

Product launches, birthday celebrations, conference and incentive groups, Sunday Sessions, bands and international DJs can be found at our venues regularly throughout the year ranging in size from 50 to 4000 people. Different sites can accommodate different events and numbers of people. All venues have food and beverage facilities, toilets, open spaces, wet weather coverage, transport and PA systems as a minimum.

Offered in Australia, France, Indonesia, China, New Zealand and Russia

Service 13

AJ Hackett International was the first company to establish permanent, purpose-built bungy sites, and today operates a range of adventure products in six countries around the world. Each site incorporates modern facilities designed to suit the local environment, offering ample parking, restaurants, bars, digital viewing suites, modern transportation systems and all weather facilities.

A WINNING CONCEPT

From the beginning, AJ Hackett International has based its core values on the strength of its products. Everything we do, from choosing a location, our partners, management teams, selecting equipment or creating new experiences, is designed to develop and perfect the quality and safety for each of our customers.

PERSONAL SERVICE

Personal and professional service is taken seriously. From reservations, drivers and duty managers through to photographers, assistants and jump crew. The AJ Hackett experience starts the moment you enter our sites or meet our crew.

QUALITY AND ASSURANCE IS THE KEY

A serious commitment to quality and sustainability has been crucial to the development of AJ Hackett International. To this day AJ Hackett International continues to work and find ways to improve safety standards for its adventure tourism products all around the world.



14 Retail & Merchandise

MERCHANDISE

AJ Hackett International stock a range of branded and unbranded souvenir items. Product ranges are designed specifically for specific locations taking into consideration weather and the visitor target market.

DIGITAL IMAGING

All AJ Hackett International sites offer up-to-date technology with photo and moving image systems designed to capture the customer's complete experience from unique camera angles. These systems don't only capture the best possible images of the client but are also designed to capture the best images of the property further promoting it as a destination in its own right.

Latest HD moving image technology and web cameras are used to send live images over the web so friends and family can log in and share the experience no matter where they are in the world.



Our Timeline

THE FOLLOWING IS A TIMELINE OF THE DEVELOPMENT OF THE AJ HACKETT INTERNATIONAL COMPANY AND BRAND SINCE COMMERCIAL INCEPTION IN 1987.

15

1987

AJ launched Bungy to the world by jumping illegally off the Eiffel Tower in Paris.

1988

AJ jumps from the Auckland Stock Exchange Tower. The world's first bungy jump from a building.

Opening of the world's first, year round commercial public bungy sites in Queenstown, New Zealand.

Opening of the AJ Hackett bungy site in Ohakune, New Zealand.

1989

First draft of the "Bungy Code of Practice AS/NZS 5848" presented.

1990

Opening of AJ Hackett Bungy sites in Normandie, France and Cairns, Australia.

AJ makes the world's first bungy jump from a helicopter, stretching the bungy 380 meters.

NZS 5848:1990 (code of practice for bungy jumping) published for the first time.

1991

AJ Hackett Bungy Queenstown receives the New Zealand Tourism Award for Excellence. (Awarded annually to the outstanding winner of all tourism activity in NZ).

1992

Opening of Kuranda Bungy, Cairns Australia.

AJ Hackett receives "The Sir Jack Newman Award" for the individual who had contributed most to tourism in New Zealand for the Year.

1993

Opening of the United Kingdom mobile crane operation.

1994

Opening of Las Vegas and Kissimmee Bungy sites in the USA.

1995

Opening of the AJ Hackett Bungy site at Kuta Beach, Bali.

1997

AJ Hackett International forms an association with Sports Unlimited in Germany to assist in their bungy event marketing.

Opening of the "Ledge" Bungy site in Queenstown.

1998

Sports Unlimited in association with AJ Hackett Action Culture set up Europe's first permanent heli-bungy operation.

AJ Hackett develops a new guide cable system to control the jump, enabling accurate jumps to be executed from almost any high structure.

This process allows him to break the world record for a building jump – 190 meters from Auckland's Sky Tower.

1999

AJ Hackett International celebrated its millionth jump client after more than ten years of existence and a dozen sites across the world!

Opening of the "Scable" (a 400 meter long Flying Fox) at the Normandie site in France.

Opening of the AJ Hackett Bungy site at Condesa Beach, Acapulco, Mexico.

Opening of the Nevis Highwire Bungy site in Queenstown, the world's only purpose built bungy gondola.

2000

Opening of the "Minjin" (the worlds biggest jungle swing) at the Cairns site in Australia.

505 people jump at the AJ Hackett Bungy site in Cairns to break the world record for most bungy jumps done in less than 24 hours (12 hours to be exact) and earn an official listing in the Guinness Book of Records™.

AJ and friends jump from the Royal Gorge Bridge (world's highest suspension bridge at 320 meters).

2001

AJ Hackett forms an association with Pulse GP to assist in event marketing of the team, in its efforts to compete in the 2001 world championship 500cc moto grand prix.

Centennial Honours Award 1981 - 1991 - Tourism New Zealand - jointly awarded to AJ Hackett and Henry van Asch for the most significant contribution to New Zealand tourism over the entire decade.

2002

Opening of Skywalk and Mast Climb at Macau Tower, Macau.

Opening of Adventure Park in Normandie, France.

2003

Auckland Harbour Bridge bungy opened.

Global Distribution agreements signed with Skyjump.

2004

Opening of the worlds highest commercial Bungy jump – 305 meters from the Royal Gorge Bridge in Colorado at the Go Fast Games (Special Event Only) – Only open for 2 weeks of the year

2005

AJ sets a new Guinness World Record for the highest Tandem Bungy Jump from a helicopter over Bondi Beach Sydney – 300 meters with Australian TV personality Grant Denyer.

AJ Hackett Cairns and Normandie celebrate 15 years of operating.

2006

AJ releases his first Autobiography called JUMP START. This book is released all through NZ and Australia and a PR tour is run in conjunction with it, resulting on the biggest ever media campaign done by the company since it's conception.

AJ Hackett International opens the world's highest full time bungy operation in Macau – China 233 meters high. This new site is the most technologically advanced bungy

site in the world. The technology designed for this jump will now allow people to Bungy Jump more than 1km in the future using tapered Bungy cords.

AJ awarded the Gusi Peace Prize for his contribution to sports.

2007

On the 6 November AJ Hackett was honoured by New Zealand television show This Is Your Life.

2009

Cairns site builds amphitheatre in the rainforest to hold 2000 people for large concerts and events.

2010

AJ Hackett Normandie, France open the highest Viaduc Swing in France – 61m.

2012

June, AJ Hackett celebrates 25 years since the famous Eiffel Tower Jump.

2013

AJ Hackett International scheduled to open in Sochi, Russia, and on Sentosa Island, Singapore.

16 Our World







SENTOSA TOWER

Location: Sentosa Island, Singapore
Established: 2013
Height: 50m / 164ft
Activities: Bungy, Swings, Vertical Skywalk, Skybridge



KAWARAU BRIDGE

Location: Queenstown New Zealand
Established: 1988
Height: 43m / 141ft
Activities: Bungy, Flying Fox



CAIRNS TOWER

Location: Queensland Australia
Established: 1990
Height: 50m / 164ft
Activities: Bungy, Swing



VIADUCT DE LA SOULEUVRE

Location: Normandie France
Established: 1990
Height: 61m / 200ft
Activities: Bungy, Flying Fox, Top & Bottom Swings

HELI-BUNGY

Locations: France, USA
New Zealand, Germany
Established: 1990
Height: 300m / 1000ft

SOCHI HIGHWIRE

Location: Sochi, Russia
Established: 2013
Height: 205m
Activities: 205m Bungy, 60m Bungy, Flying Fox & Swing

MACAU TOWER

Location: Macau China
Established: 2001
Height: 233m / 764ft
Activities: Bungy,
Skywalk, Skyjump,
Tower Climb



19





ajhackett.com