



*About ADMIRAL WORLD*

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*CICLOTTE*

*STIL-FIT*

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Behind the success of our business is a group of amazing people that I love and respect for their dedication, trust, professional approach and friendship. *We never say WE ARE PERFECT but WE NEVER STOP learning and improving."*

**SHAVKAT MAMADJONOV**

*Founder & CEO*

ABOUT  
ADMIRAL WORLD

Founded in 2012 in Dubai with a small desk in one of the UAE free-zones, ADMIRAL WORLD has grown into one of the successful and well-recognized retailer and service provider in the UAE and beyond.

Today ADMIRAL WORLD consists of an amazing group of professionals and dedicated team from all over the world representing different cultures and disciplines.

We take our inspiration from the people of UAE as a great example of determination, courage and ability to dream big and make things happen.



BUILT TO LAST

ADMIRAL WORLD SPORTS - sports and entertainment division of ADMIRAL WORLD General Trading.

ADW SPORTS is a destination for all things sports, health, fun, education and innovation. As part of the growing health-conscious community, we want to make our contribution by offering the best in quality and affordable fitness and gym equipments, build a platform for exchange of knowledge and information on various health and fitness topics and last but not least inspire people to live healthy and fun life.

MISSION

Our mission is to promote healthy lifestyle and sports in the UAE and GCC by providing innovative solutions that integrate fun and health.

VISION

We wish to see a healthy society and healthy growing generation where there is a perfect balance of the time on the phone, outdoor activities, sport and family.

VALUES

In our business, our Staff come first and then our customers and products. We strongly believe that by having happy, satisfied and motivated staff you make sure the same transfers to your customer and the care for the business.



## OUR SHOWROOM







## HISTORY

In 2002, Stuart Lacey brought the Riley and BCE brands together within the same Group. Today, Riley and BCE Snooker tables continue to be made in England. Our products have an aspirational mix of style, craftsmanship, performance and desirability, with many of the sport's leading professionals endorsing Riley and BCE products. Our employees will ensure that our story continues by passing our skills and values onto the next generation. Our highly skilled chief fitter, was trained by his father, and is now training his son, who wants to follow in the footsteps of his father and grandfather.

## SINCE 1897

Riley was originally established, in 1897, as a humble sports shop in Manchester. By 1912, the Company had diversified into manufacturing Snooker tables in Accrington. It soon produced 4000 full size tables a year and exported to all parts of the globe. By the mid 1920's the Riley brand, based upon creative design, quality materials and immaculate craftsmanship had grown into a leading premium snooker tables, cues and accessories brand.

BCE was founded, in 1976. The Company started life as a distributor to the coin operator sector, supplying cues, balls and table spares. By 1980, BCE had diversified into the manufacture of snooker tables. From 1982-1992 the BCE Westbury snooker table was the table being used at all the World professional snooker tournaments and BCE had become one of the biggest names in snooker.



## QUALITY

6 Times World Snooker Champion  
Ronnie O'Sullivan recognises  
a quality snooker table



Riley 12' Aristocrat Tournament Champion Snooker Table



7ft Continental American Pool Diner



8,9ft American Pool Tables



7ft Snooker Lite





IDEAL FOR HOTELS & OFFICES



## HERITAGE & CRAFTSMANSHIP

Whatever game you play, Riley England bring | indefin-  
able quality and style that comes from over 100 years at  
the top of our profession.



## ACCESSORIES



104DLS / 1502 - Long Tackle Set



REST HEADS - Brass/Chrome



R1521 - 4 Player Marker Board



R107 - Table Brush



R452C - Triangle



RHDC-12 - Heavy Duty Table Cover



3030 - Tournament Champion Snooker Balls



R036-6 - 6 Way Cue Rack



R5B100T - Riley 57" 1 Piece Cues



T7001 - 4 x Triangle Chalk

## SMART CLOTH SNOOKER

### HAINSWORTH ELITE PRO MADE IN ENGLAND





# SIT, KICK AND GET HOOKED!

A simple but so addictive table football game played one vs. one. The two players are sitting on the benches, which are also acting as goals. Just protect your net, trick your opponent and score. That's it!

## READY TO BECOME A SUPERHERO?

# SUBSOCCER 7

SUBSOCCER 7 is the flagship product of the Subsoccer product family. Owing to its sturdy build, Subsoccer Force is especially suited for heavy use in public spaces like schools, sport bars and pubs, activity parks and centers etc...

## SOME OF OUR CUSTOMERS:

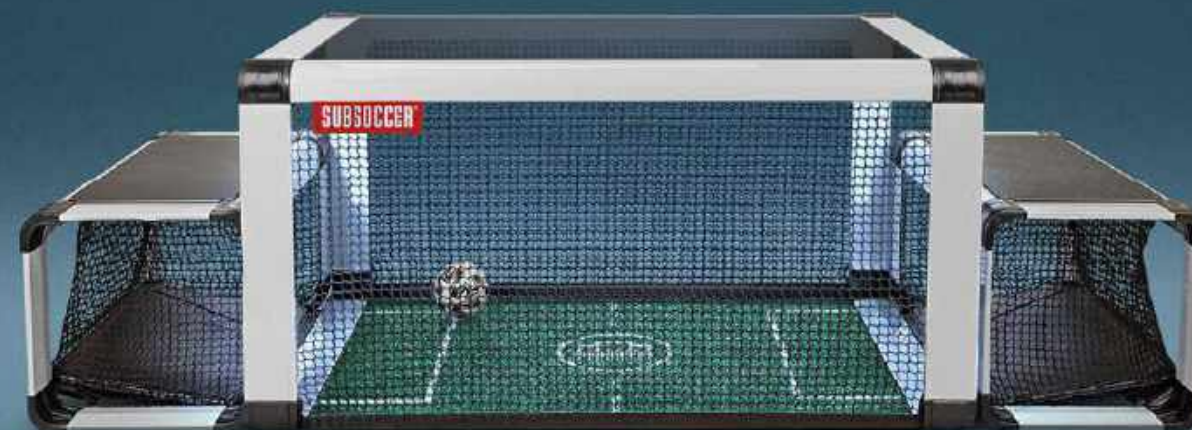
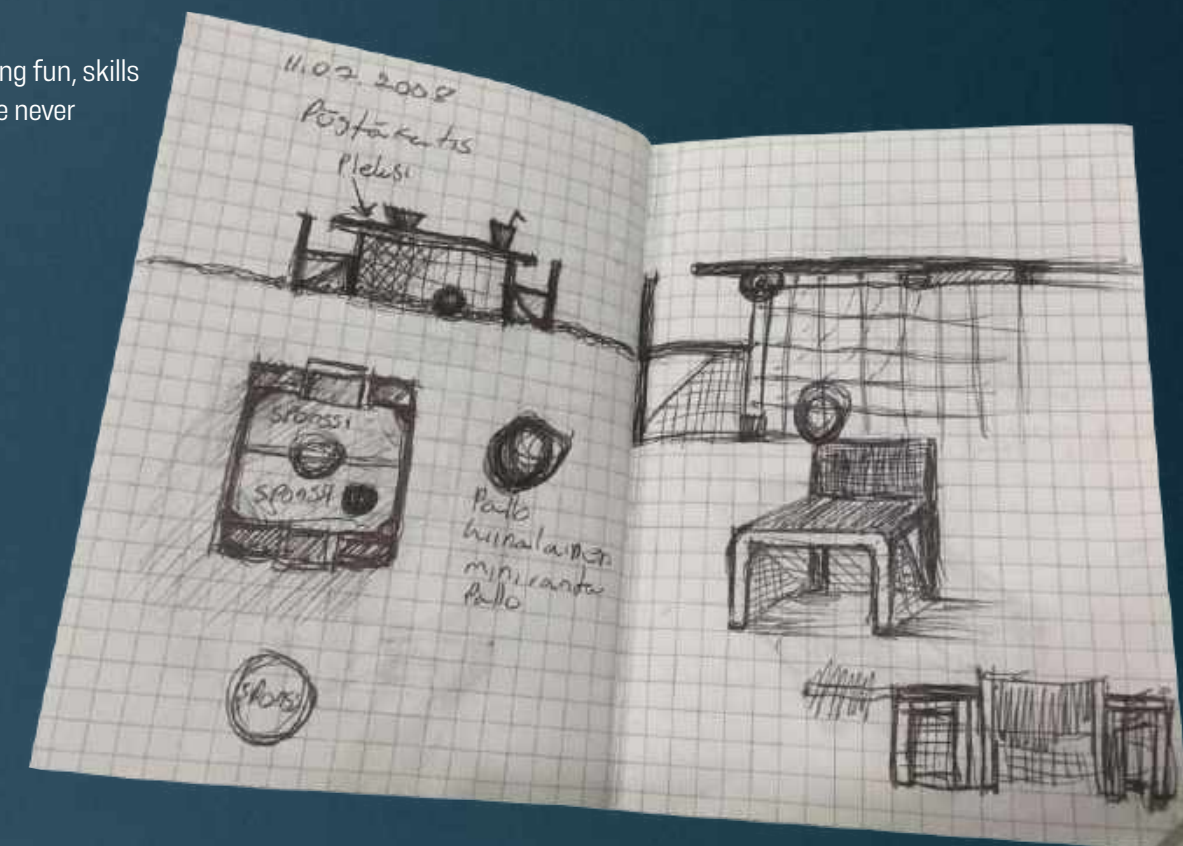


## STORY OF THE GAME:

We are a Finnish game company called 4 Feet Under Ltd. Our founder Jarno Saarinen has invented a new revolutionary game called Subsoccer.

The game has an interesting story: During a family holiday in Spain in 2008 Jarno was on the balcony trying to watch a football match on TV when his four - year - old daughter came and demanded they do something together. So... on the balcony, while watching the match, they sat on two garden chairs and started passing a little plastic beach ball to one another. Story continued when his daughter's grandma visited them and found out that for the first time she could play a game with her granddaughter on equal basis. She became emotional and overwhelmed with joy...

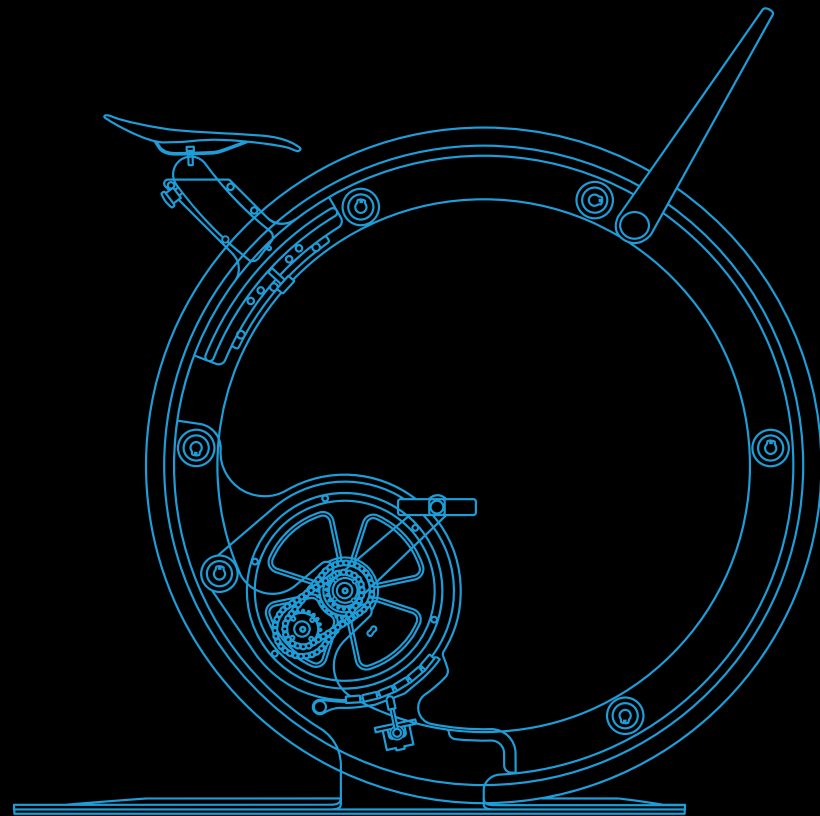
Subsoccer is blending fun, skills and competition like never before.





# CICLOTTE®

## CICLOTTE: DESIGN, FITNESS, DECOR



### THE BIRTH OF A STYLE EXERCISE

The Ciclotte project was born from the evolution of Ciclò, the original concept of monocycle designed to meet the need for sustainable urban mobility. In a world where pollution and traffic are a constant daily concern, Ciclò, an innovative model of one-wheeled city bike, would have been the solution.

Designed in carbon to guarantee maximum lightness, ease of use and transportability, characterized by an iconic circular shape reminiscent of the retro monocycles of the late 19th century, and transformed into an object of refined engineering, Ciclò in 2007 became part of the permanent collection of the Museum of Italian Design, La Triennale di Milano.



### THE DESIGNER



## LUCA SCHIEPPATI WHEN AN IDEA BECOMES A REAL PRODUCT

Italian / born in 1979: after high school, he earned a Degree in Industrial Design from the Polytechnic of Milan. He is a professor at the European Design Institute (IED Moda Lab) where he teaches courses in graphic art and computer graphics.

In 2007, he served as spokesman of the "Muoviti" competition of ideas together with Roberto Giolitto (Fiat 500) and Marco Lambro (Piaggio Mp3). In December 2007, he was included in the Triennial Design Museum at the Milan Triennial, with Ciclò project. His projects have been included in large national and international exhibitions ("The New Italian Design" - Milan/Madrid; "Milan Made in Design" - Peking/Shanghai; "Festival of Creativity" - Florence; DAS Designer after School - Rome).

### DESIGN AWARDS



FIBRE FIBRA



ACCIAIO STEEL





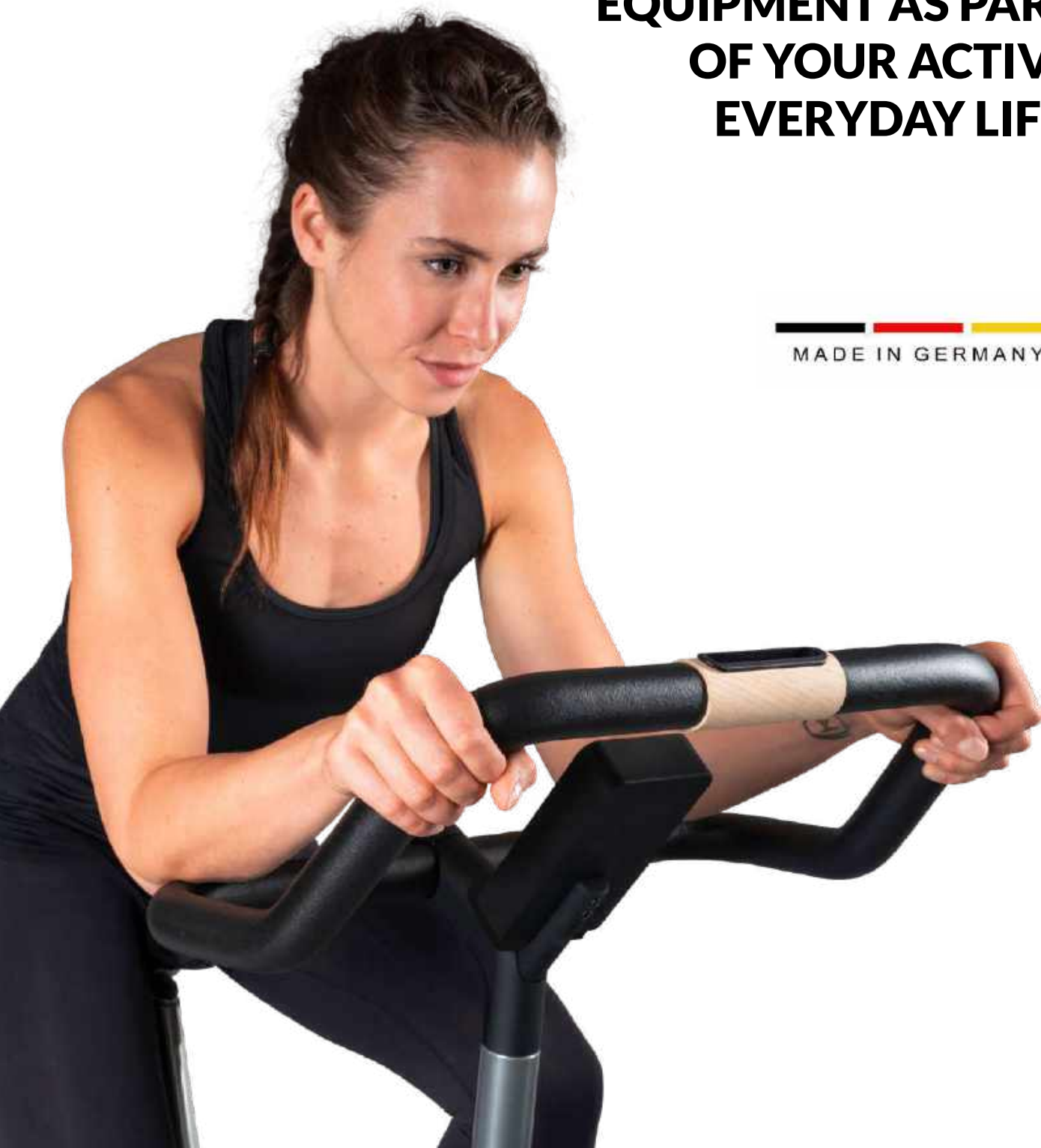
# STIL-FIT<sup>INT.</sup>

Fitness | Design | Interior

TIME SAVING. EFFECTIVELY. STYLISH

## DESIGN FITNESS EQUIPMENT AS PART OF YOUR ACTIVE EVERYDAY LIFE.

MADE IN GERMANY



### STIL-FIT ERGOMETER

The ideal fitness device for your health and effective cardio training at home. Perfect ergonomics. Quiet and smooth concentricity. Generator operated without external power connection.



### STIL-FIT SMALL DEVICES

Beautiful shapes, high quality materials. Strengthen your core muscles, stretch and relax.



### STIL-FIT CABLE PULL

This is how functional strength training works. Minimal space requirement. A complete gym in a small space. Available with mirror front or matte black front panel.



### STIL-FIT ROWING MACHINE FLOW ONE

The ultimate fitness device for effective full body training. An elegant and sleek boat-shaped design. A powerful training computer for your workout. All this paired with proven rowing technology from Waterrower.





### STIL-FIT CABLE PULL

This is how functional strength training works. Minimal space requirement. A complete gym in a small space. Available with mirror front or matte black front panel.

### FUNCTIONAL STRENGTH TRAINING

A strong body – essential in all situations. The characteristics of the functional training are the complex, free and everyday movements. You don't train individual muscles, but rather whole muscle groups, thus improving coordination and mobility at the same time.



### THE STIL-FIT ERGOMETER IN COMPARISON

Two great ergometers. Each one is unique in its own way and made for efficient and effective fitness training at home.





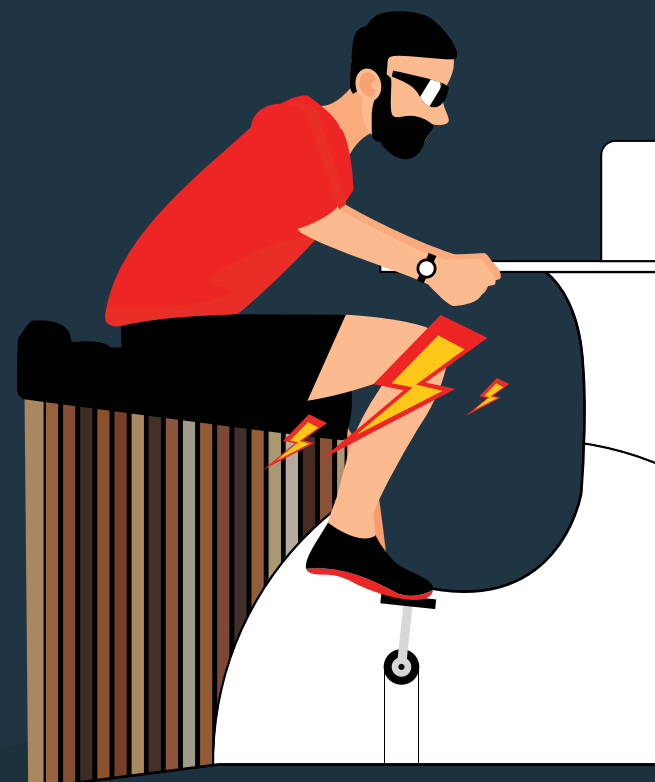
# PURE HUMAN POWER

## PRODUCT INFO

BIKE POWERED FURNITURE  
DESIGNED WITH COMPLEX SIMPLICITY,  
DEVELOPED WITH CARE  
CRAFTED BY HAND AND HEART

Our furniture is handmade by craftsmen in our social workplace  
There may be slight variations in tone and finish.

Looking for an energybike to charge your phone  
with human power in a public area?  
Our charging stationary desk bikes offers an  
ecofriendly and healthy solution.

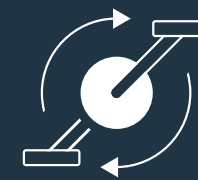


**CHARGE**   
CHARGE YOURSELF

WeWatt is a mission-driven company with a balanced focus on social, health and environmental impact, innovation, great experiences, common business sense and sustainable growth. We achieve this through products such as our sustainable kiosk, our pedal desk bikes and solutions for generating human power outdoor.



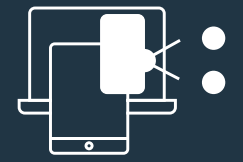
## WEWATT CONCEPT EASY AS 1,2,3



**1** **START**  
*Cycling*



**2** **GENERATE**  
*Human Power*



**3** **CHARGE**  
*& Share*

We fight the sitting disease by giving people energizing exercise in their daily life while travelling, working, meeting, reading or just relaxing.

We self-power people by turning human kinetic energy into usable power.

We enjoy and engage people by making them experience our pedal powered tables to charge & share their own energy.





## ADW GAMES

Foosball is one of the older tabletop games that you will come across. It was first invented in the early 1900s, and it has since evolved into a game with a relatively large following.

ADMIRAL WORLD SPORTS supplies a great range of foosball, basketball, ice hockey, tennis game machines for private and commercial use (coin operated).

Professional production with the latest technology.

Unique design for the first time in UAE (waterproof model, infrangible secured glass covered model with sound animation and LED illumination).

Variety of customizable colors.

Combines design, durability, and playability

Robust quality that lasts a lifetime.



FOOSBALL TABLES



BASKETBALL TABLES

## PADEL RACKETS

Invented in the 1960s in Mexico, padel tennis is experiencing an almost fanatic worldwide popularity growth, and 170+ padel courts in the UAE are a testament to that. Designed following the Scandinavian principles of minimalism and functionality, BJORN padel rackets made from premium materials all sourced in Finland. There are different racket models suitable for advanced, intermediate padel players as well as the beginners. It is designed in Scandinavia and handmade in Spain, a country where padel is the second most popular sport, and therefore has some of the highest quality producers of professional padel rackets anywhere.

Invented in the 1960s in Mexico, padel tennis is experiencing an almost fanatic worldwide popularity growth, and 170+ padel courts in the UAE are a testament to that. Designed following the Scandinavian principles of minimalism and functionality, BJORN padel rackets made from premium materials all sourced in Finland. Variety of models are suitable for padel players of all levels (pro, intermediate and beginners).



**BJORN**  
PADEL





Your destination for Home & Professional Gym, Rehabilitation & Playground Equipment in UAE and GCC.

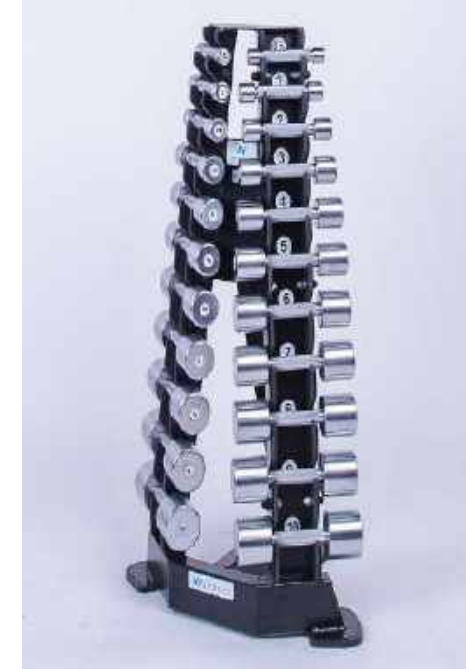
Our equipment is Made to Last with premium quality materials in Ukraine.

Professional Gyms  
Rehabilitation  
Parks & Gardens  
Playgrounds

Crossfit & Workout  
Home Gym  
Armrestling  
Accessories













# RENTAL SERVICES

*Some of our products are available to rent for all occasions.*

Add some fun to your events and create long lasting memories for all attendees. Check out our products available for rent below and contact us for more information.

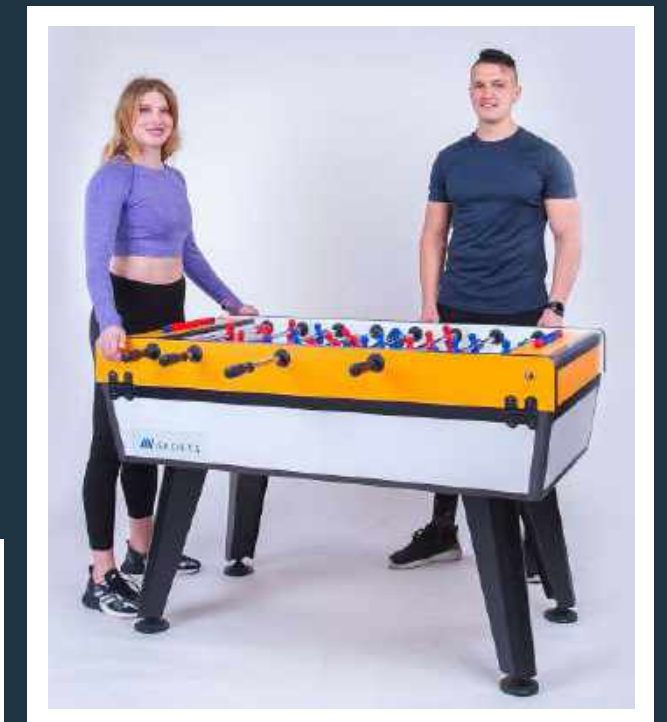
## THE TRENDIEST INDOOR FOOTBALL GAME: SUBSOCCER SIT, KICK AND GET HOOKED!

**SUBSOCCER 7** table football game is our classical model that has caught the attention of millions of people worldwide. It is the flagship product of the Subsoccer product family. Each Subsoccer 7 game table is numbered and assembled by hand in Helsinki, the capital of Finland.

**RENTAL PRICE: 1,500 AED / day (up to 2 days)** (incl delivery and installation in Dubai/ Sharjah) & 1,900 AED / day (up to 2 days) (incl delivery and installation in Abu Dhabi and other emirates).

## GAMES TABLES

**Foosball tables: 1,000 AED / day (up to 2 days)** (incl delivery and installation in Dubai/ Sharjah)& 1,500 AED / day (up to 2 days) (incl delivery and installation in Abu Dhabi and other emirates).



## WEWATT CHARGING STATIONS

Looking for a desk bike to charge your phone with human power in a public area? Our multi device charging station offers an eco friendly and healthy solution. We fight the sitting disease by giving people energizing exercise in their daily life while travelling, working, meeting, reading or just relaxing on our pedal powered bike.

The **WEWATT Kiosk** is a great tool for brand activation & customer experience marketing and is available to rent.

**RENTAL PRICES: wewatt: 2,000 AED / day (up to 3 days)** (incl delivery and installation in UAE).





# Pool & Snooker Table Services

1. Installation (Pool Table, Billiard Table or Snooker Table Transportation, Installation and Relocation)
2. Maintenance (Pool Table, Billiard Table or Snooker Table cloths replacement, fitting, carpentry works etc)
  - Cushion Rubber Replacement and installation
  - Pocket Replacement and Fixing
  - Cloth Changing
  - Billiard Table assembling
  - Moving/shifting table of assembled table
  - Tables leveling and alignment
  - Cue tips repair
  - Billiard cue engraving
  - Moving/relocation/assembling



## Purchase consultancy & assessment

### POOL/SNOOKER/BILLIARD TABLE ASSESSMENT

Are you planning to buy or sell a pool/snooker table? Not sure what will be the real market value of the table you wish to buy or sell? Let our expert technicians assess the table and help you make the right choice. Our charge for table assessment is AED 250 (excl. VAT) without an official report and AED 400 (excl. VAT) with providing an official report. This fee will be waived in case you decide to use our moving or fitting services at the same time.





#### MAKE AN ENQUIRY

Please Get in Contact with Us for More Information.

Name:

Email:

Phone:

I am interested to learn more, please send me information.





Sports & Entertainment Division of ADMIRAL WORLD General Trading LLC

## EXCLUSIVE DISTRIBUTOR OF:



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