

# THE ESCAPE HUNT EXPERIENCE

## THE ULTIMATE LIVE ESCAPE GAME

### Franchise Presentation



*Prepared by Paul Bart, MA, MBA*

*CEO & Founder, The Escape Hunt Experience Worldwide*

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# THE ESCAPE HUNT EXPERIENCE OPPORTUNITY

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## Franchise Opportunity

- Full rights to open up an Escape Hunt registered branch in your defined territory, anywhere in the world!

## KEY BENEFITS

- |          |                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------|--------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1</b> | <b>Substantial Financial Returns</b> | <ul style="list-style-type: none"><li>• Very high profit potential – few businesses can generate the same margins</li><li>• Low outlay and fast ROI potential – compared to others in the market, the initial fee is very low</li><li>• Multiple revenue streams – room games, corporate events, parties, merchandise and much more</li><li>• Low running costs – rent, staff and little more are needed to run daily operations</li></ul> |
| <b>2</b> | <b>Very Easy to Implement</b>        | <ul style="list-style-type: none"><li>• Turn-key, blue-printed, easy operation – our experience is handed to you</li><li>• Full support provided – set up, training, game design, systems and ongoing support</li></ul>                                                                                                                                                                                                                    |
| <b>3</b> | <b>Unique and Growing Rapidly</b>    | <ul style="list-style-type: none"><li>• It's unique – be an early mover into something totally exciting and new</li><li>• The time is right – be part of this phenomenon at the beginning</li><li>• Growing fast – escape games are one of the fastest growing sectors of the entertainment industry</li></ul>                                                                                                                             |
| <b>4</b> | <b>Fun</b>                           | <ul style="list-style-type: none"><li>• It's fun! Customers love the challenge and excitement – very high levels of customer satisfaction (as per feedback and reviews)</li><li>• High staff retention – staff love working with excited and happy customers</li></ul>                                                                                                                                                                     |
| <b>5</b> | <b>Recession Proof</b>               | <ul style="list-style-type: none"><li>• Recession proof – people will always need entertainment and have a natural love of games</li></ul>                                                                                                                                                                                                                                                                                                 |



# What is an “Escape the Room” Game? | What is The Escape Hunt Experience?

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## BACKGROUND

### The History of “Escape the Room” Games

- “Escape the room” games originated online in Japan over 10 years ago
- Gamers created real life rooms for better game play and full immersion
- Centres are opening up across the US, Europe and Asia, all with their own unique style
- This genre of gaming is exploding across the globe as the latest form of “interactive entertainment” among new and existing enthusiasts
- Existing operators are already seeing increasingly higher margins in their game centers due to this rising demand

### The Escape Hunt Experience

- Founded by Paul Bart in July 2013 as a new genre of customer experience
- Paul used his psychology training, commercial business background and creative flair to set up an “experience” based on an escape game
- The Escape Hunt Experience was founded to offer the highest standard possible in respect to game experience and customer service
- Customers are offered a unique 90 minute experience of escape hunt, refreshments and dressing up for photos
- We have branches opening around the world – on track for 100 agreed by end of 2016



# Escape Hunt is a unique and exciting experience that all can enjoy - corporate groups, school groups, tourists and locals alike!

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## THE ESCAPE HUNT CONCEPT

### What Is It?

- **The Escape Hunt Experience** is a themed detective adventure set in a host of different time periods and locations
- **Teams of 2-5 players** are presented with a scenario, such as a grisly murder, a mysterious event or a heist, and have 60 minutes to find the answers and escape
- **Teams** work together to try to escape by searching for clues and solving puzzles, encountering many surprises along the way
- **A game master** is assigned to each team for briefing, helping in the room as required and entertaining afterwards with drinks, photos and general service

A Unique  
and Fun  
Experience  
for ALL

### Who Plays It?

- **Designed** to work at many levels and stimulate all age groups, personality types and group sizes
- **Players** come from all walks of life and include gamers, students, teachers, colleagues, social groups and more
- **Corporate Groups** find the games are a great teaching tool, helping to improve communication and work performance amongst staff. A top choice for teambuilding activities!
- **Tourists** love playing the games too! It gives them an opportunity to experience local culture, have fun and enjoy a unique challenge with friends and family while on holiday



# Fundamentals: Great Games, Excellent Customer Service & Superb Franchisee Support

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## BUSINESS FUNDAMENTALS

### Methodology – Games and Customer Service

- The success of The Escape Hunt Experience is based on three main features: great games, excellent customer service and superb franchisee support
  - Games are the heart of the business and are designed 100% in-house by our unique Game Design Academy
  - We offer the impeccable service customers look for when choosing leisure venues
  - Our global network of diverse and successful branches gives us unprecedented insight into what works and what does not in this industry. Sharing this information across borders ensures our advantage over the competition



### Financial Benefits

- A highly profitable business based on low costs and high revenues
- It is common for branches to achieve very high profit margins
- A typical branch has 6 rooms and can host 48 rooms a day or 17,520 per year – assuring a strong and regular revenue stream
- Merchandise sales are also a great addition, offering a significant extra revenue stream and providing free marketing via branded t-shirts, key rings and more as customers wear/use these purchased items
- Corporate teambuilding is also a significant extra revenue stream, with numerous repeat customers and word of mouth advertising from players who love the experience



# Future Franchisees – We Want to Partner with the Right People!

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## BUSINESS PARTNER REQUIREMENTS

### 1

#### YOU

- An outgoing personality. You will likely need to deal with customers directly until managers are in place
- Comfortable with the responsibility of hiring and managing staff initially until managers are in place
- Overall honesty and integrity and a desire to join a global team. We are a close knit community of local business owners who collaborate often.
- Reasonable business acumen to make decisions regarding local variables such as pricing, promotions and events, as well as other marketing and operational issues

### 2

#### CAPITAL & EQPMT

- Start up capital of at least USD100,000 (depending on location) plus your franchise fee - we suggest that you have USD200,000 available
- 1 month's working capital
- Access to local suppliers for build out, decoration, installation of games, building of props and puzzle items (we supply blueprints and you buy / build and install locally).
- We supply technology equipment via our EH Magic supplier which needs local installation.

### 3

#### LOCATION & STAFF

Physical requirements for 6 rooms:

- 200 sqm of space provides for 6 rooms of +/- 18 sqm each, a small kitchen, a changing room, a corridor and a large reception area
- The premises will need a fit-out of internal walls, period décor, period furniture and game props
- The IT and communications solution is very simple with a main reception computer, an optional simple CCTV system, music systems and intercoms
- Only 4-7 staff are needed (2-5 game masters plus a branch manager and assistant manager). This will provide full coverage for a 365 day operation with staff holidays and days off



# Lifetime Franchise Packages – Incredible Opportunity!

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## FRANCHISE PACKAGE FEATURES

1

### A Lifetime, Transferable Business

- A lifetime right to run your own business under our name. The 10 year initial agreement is renewable forever!
  - The franchise is transferable, inheritable and renewable which means you may sell it, pass it on to your heirs and/or increase it to more branches as you grow
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2

### Full Support

- Design and setup of unique games to suit your location
  - Straight-out-of-the-box set up of all support systems for you, including your local website, booking system and social media
  - Free training of your staff at an existing branch - you just pay their expenses and they are trained for free to the highest standards
  - Full initial and ongoing support from not only Global Headquarters, but also local master franchisees and our strong EHO community all over the world
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3

### Upfront Fee

- A low upfront fee per branch within your own territory
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4

### Monthly Fees

- Monthly revenue share of only 10% of net revenue payable monthly in arrears
  - A low monthly support fee of \$250 USD which covers all premises advice, initial set up, training, support and all systems implementation
  - A low monthly game design fee of \$125 USD per game which covers ongoing game design assistance and guarantees new games every 6 months (or longer, depending on branch preferences)
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# Think You Are Ready to Join?

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## NEXT STEPS

# 1

### RESEARCH

- As with any new opportunity, careful research is key
- Read all we have sent you carefully, but also check online, ask other people and get all the opinions you can
- We have nothing to hide!

# 2

### ASSESS

- Once you have all the information you need, assess the opportunity thoroughly
- It is not for everyone and you should consider carefully how it fits your personal situation before committing

# 3

### ASK

- Ask us any questions you have in detail and we will be happy to answer and/or refer you to other branch owners for honest opinions on this opportunity
- There are no silly questions, please ask now about anything unclear

# 4

### CHECK

- Now, check all the information you have once again
- Make sure it all makes sense and that you can truly handle the time and financial commitments that are required

# 5

### COMMIT

- Once you are satisfied you want to join this exciting opportunity, take action!
- Things are moving fast, don't miss out on this incredible opportunity!





# The Escape Hunt Experience is already an established, global success!

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## SEE WHAT THE WORLD IS ALREADY SAYING ABOUT US

### ONLINE

- Visit our website for more information: <http://escapehunt.com>
- Watch our YouTube videos: <http://www.youtube.com/user/escapehunt>
- Engage with our Facebook page: <https://www.facebook.com/EscapeHunt>
- Have a look at our photos: <www.instagram.com/escapehunt/>
- Read up on numerous blogs, lists of activities and TripAdvisor pages worldwide

### OFFLINE

- Check us out in many in-flight, travel and other magazines
- Ask anyone who has played one of our fantastic games!

