

# ESCAPE HUNT

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# WHAT IS AN ESCAPE HUNT?

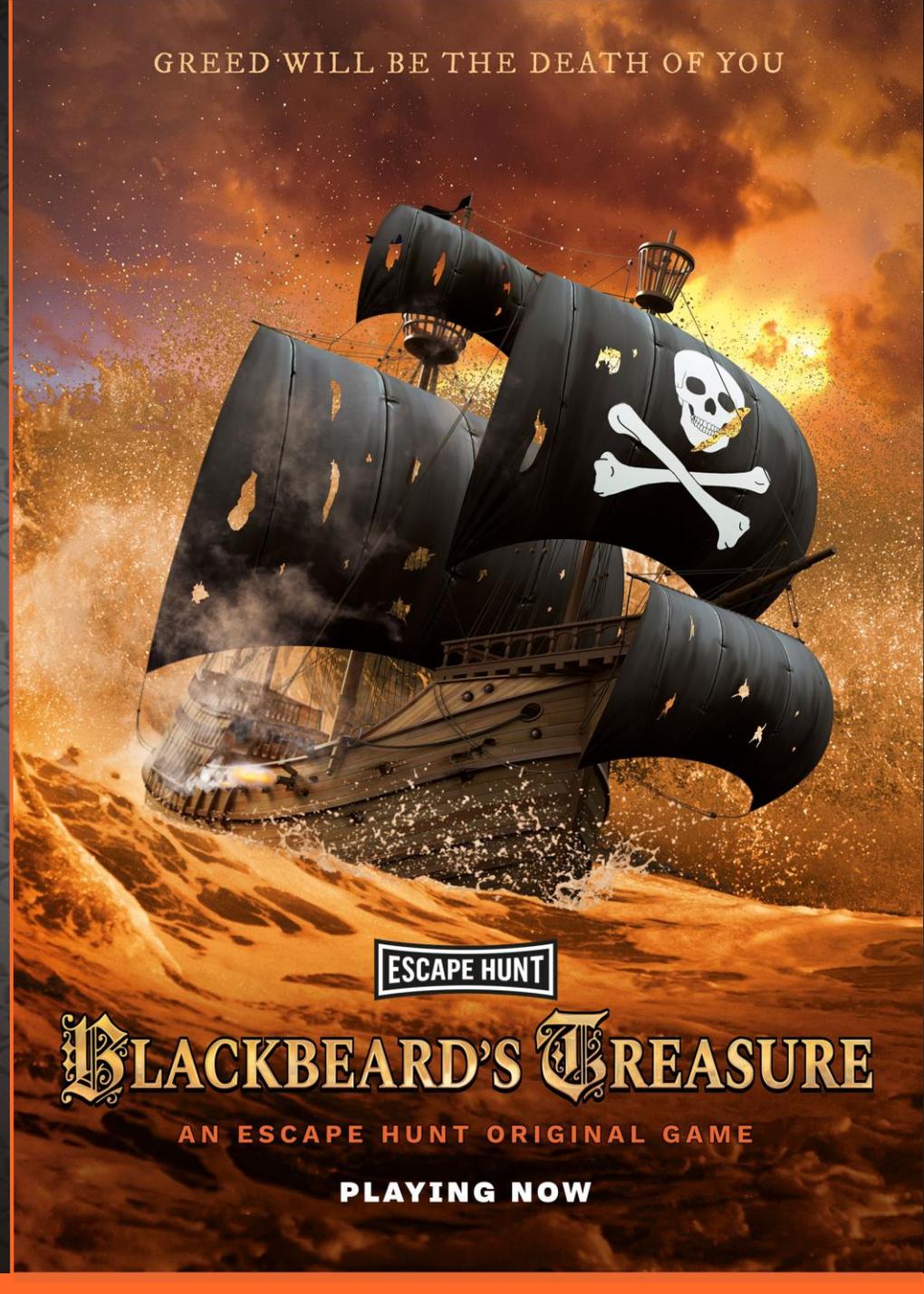
## NOUN

*Def:* An adventure packed with excitement where you and your teammates leap into new worlds, taking on pulse-racing missions and challenges in an incredible entertainment experience against the clock.

## VERB

*Def:* The act of leaving behind ordinary reality to do something extraordinary as teams of heroes adventuring through different times and different worlds racing against the clock on pulse-racing missions and challenges.

GREED WILL BE THE DEATH OF YOU



ESCAPE HUNT

**BLACKBEARD'S TREASURE**

AN ESCAPE HUNT ORIGINAL GAME

PLAYING NOW

# HOW DO YOU ESCAPE HUNT?

## 1 STEP INTO A NEW WORLD



Assemble your best team of Escape Hunters. It's just you, four walls, the ceiling and the floor. The lock clicks. The clock ticks. Time is of the essence.

## 2 GET LOCKED IN AND CLUED UP



Use your eyes, ears and wits to find hints, crack the clues and solve your mission before time runs out.

## 3 BEAT THE CLOCK AND BREAK OUT!



If you're one of the lucky ones that is. Else there's always next time...

ESCAPE HUNT

# THE WORLD'S NO.1 ESCAPE ROOM BRAND

- ✦ Leading experiential design and production studio
- ✦ Large franchise footprint
  - 38 franchise locations
  - 17 countries
- ✦ UK owned and operated estate
  - 10 trading sites
  - 2 more opening in Q1
  - Growing pipeline

## ARGENTINA

Buenos Aires x2

## AUSTRALIA

Adelaide  
Brisbane  
Gold Coast  
Melbourne  
Perth  
Sydney

## BELGIUM

Brussels

## FRANCE

Belfort-Montbéliard  
Bordeaux x2  
Clermont-Ferrand  
La Rochelle  
Lille  
Marseille  
Metz  
Nancy  
Nantes  
Paris  
Toulouse

## JORDAN

Amman

## KUWAIT

Kuwait

## LUXEMBOURG

Luxembourg

## MEXICO

Monterrey

## NETHERLANDS

Groningen  
Maastricht

## NORWAY

Oslo  
Bergen  
Trondheim

## PORTUGAL

Lisbon

## QATAR

Qatar

## SAUDI ARABIA

Jeddah

## SINGAPORE

Singapore

## SPAIN

Barcelona

## UNITED ARAB EMIRATES

Dubai

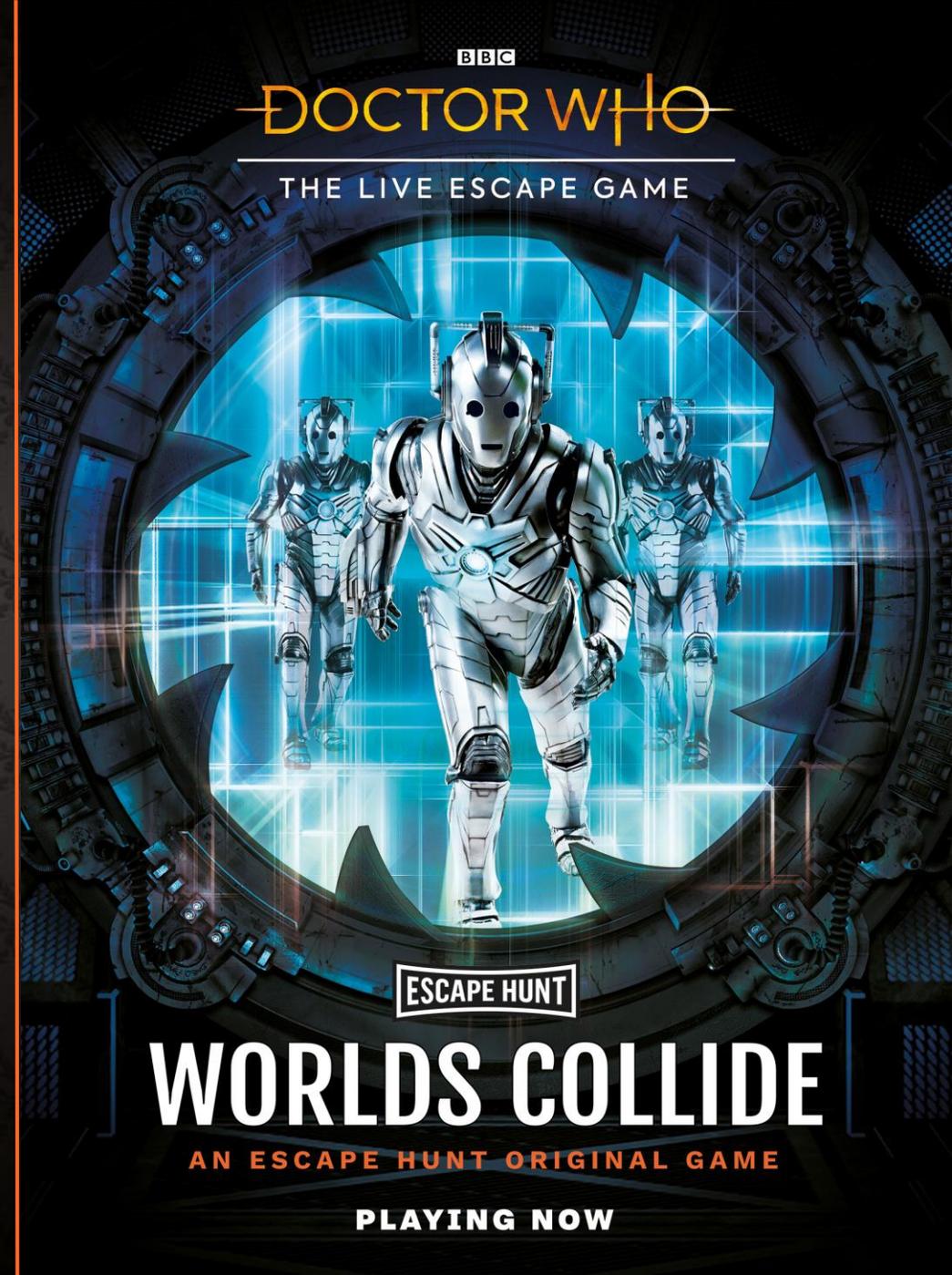
## UNITED KINGDOM

Birmingham x2  
Bristol  
Leeds  
Bournemouth  
Edinburgh  
Manchester  
Oxford  
Liverpool  
Reading  
Houston  
Miami

# HITTING THE CONSUMER HOTSPOT

- ✦ Experiential entertainment is the most important consumer trend
- ✦ Sector expenditure is expected to rise by up to 50% over next 3-5 years\*
- ✦ Consumers seek uniquely memorable, immersive experiences to share with family and friends
- ✦ Experience is resistant to digital disruption
- ✦ The trend is re-shaping consumer spending patterns in
  - Entertainment
  - Dining
  - Retail

\* Freeman report (2017)



# WHY ESCAPE HUNT?

# 1

## HIGHLY EXPERIENCED TEAM

The senior team have television, retail and consumer backgrounds, and a deep passion for entertainment

# 2

## PUBLIC COMPANY

Access to best site locations in the industry and credibility to negotiate with institutional landlords

# 3

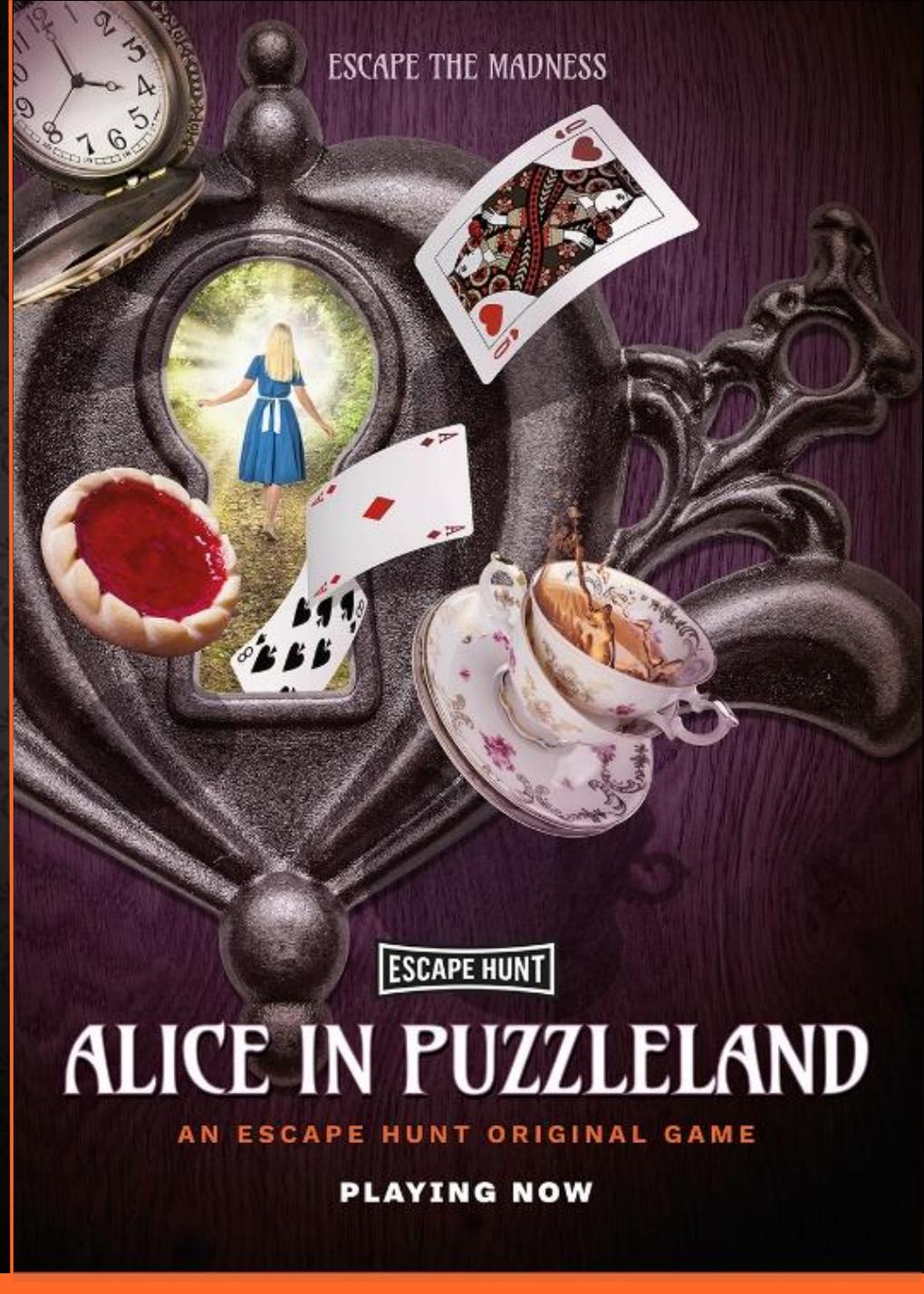
## SCALE

Escape Hunt's global presence in 24 countries facilitates access to major entertainment brand and content owners

# 4

## WEAK COMPETITION

Inconsistent customer experience, poor locations, poor games with limited tech integration, weak brands, undercapitalised



ESCAPE THE MADNESS

ESCAPE HUNT

# ALICE IN PUZZLELAND

AN ESCAPE HUNT ORIGINAL GAME

PLAYING NOW

## TRADING UPDATE

- ✦ Owner-operated estate
  - Unaudited revenue £3.8m (FY18: £1.1m)
  - Strong LFL growth
  - Site EBITDA ahead of expectations
- ✦ Franchise estate
  - Unaudited revenue £1.0m (FY18:£1.1m); EBITDA in line with expectations
  - Newly signed partner in the US expected to deliver significant growth
- ✦ Outlook
  - Underlying Group EBITDA loss modestly better than expectations
  - New site opened in Dec tracking ahead of plan
  - 2 new sites nearing completion
  - Attractive pipeline for rollout of further new sites in the UK
  - US franchise operations commenced



## INVESTMENT CASE

- ✦ Attractive industry dynamics – strong growth in experiential leisure
- ✦ International brand and ability to partner with global IP studios
- ✦ Site economics now proven
  - Attractive site commercials; positive cash dynamics and flexible costs
  - Target 10%+ cash return on investment in yr 1; 25%+ in yr 2
- ✦ Strong UK like for like growth demonstrating strength of proposition
- ✦ Opportunity to scale internationally through franchise network leveraging UK experience
- ✦ Strong IP - > £20m cash invested in the group since IPO developing platform to drive future returns

