

ESCAPE HUNT RESULTS TO DEC 2020

INVESTOR PRESENTATION



ESCAPE HUNT

2020 FINANCIAL HIGHLIGHTS

- ✦ Group Adjusted EBITDA loss reduced to £1.4m (2019: loss £1.7m) despite COVID-19 restrictions
- ✦ > 25% like-for-like sales growth on a 12-week rolling basis in the two months prior to lockdown
- ✦ Group revenue of £2.7m (2019: £4.9m) was 46% lower than FY19, driven by COVID-19
- ✦ Revenue from digital and other play at home products was £230k (2019: nil)
- ✦ £0.4m positive site level Adjusted EBITDA from owner-operated sites (2019: £1.0m) driven by a strong performance pre-lockdown and encouraging trading when allowed to open
- ✦ Franchise EBITDA of £0.3m (2019: £0.4m)
- ✦ Group operating loss of £6.4m (2019: loss of £5.9m)
- ✦ £4.0m net of expenses successfully raised through an equity placing and open offer, share subscription, and a convertible loan note in July 2020
- ✦ Cash at year end £2.7m (2019: £2.2m) and £3.3m on 31 March 2021

2020 OPERATING HIGHLIGHTS

- ✦ Owner-operated estate expanded by 59% to 14 sites (2019: 9 sites)
- ✦ Record opening performances at each of Norwich and Basingstoke sites
- ✦ All eight sites open for more than 12 months were named by TripAdvisor™ as a Travellers' Choice Winner in August 2020 and continued five star TripAdvisor™ ratings across the UK estate
- ✦ Transition to new, lower cost games supplier and installation of first fully modular games in Watford
- ✦ COVID-19 closures of all UK sites resulted in 45% of available days lost and restrictions impacted a further 36% of available trading days
- ✦ Estimated 40% of trading days lost by franchise estate due to COVID-19 closures and a further 42% of days operating under COVID-19 restrictions
- ✦ Immediate steps taken in March 2020 to mitigate the impact of COVID-19, including cost reductions, cost deferrals, and accessing grants from UK Government
- ✦ Successful launch of digital and remote play propositions
- ✦ Development of Escape Hunt for Brands, including Netflix agreement
- ✦ Acquisition of Middle East master franchise, including owner-operated site in Dubai

DEVELOPMENTS SINCE YEAR END

- ✦ Full UK lockdown enforced shortly after Christmas 2020 with Escape Rooms re-opened 17 May 2021
- ✦ Acquisition of French and Belgian Master franchise including owner-operated sites in Paris and Brussels
- ✦ Majority of French franchise agreements extended for further six years
- ✦ Kingston opened on May 17, taking the owned and operated estate to 17 sites
- ✦ Heads of terms agreed on site in Milton Keynes; work commencing shortly at new site in Lakeside
- ✦ Inclusive of Milton Keynes and Lakeside, owner operated estate will have grown 111% compared to 31 Dec 2019
- ✦ Placing to raise £1.3m (after expenses) in January 2021 to fund French and Belgian acquisition and provide further working capital
- ✦ Digital and downloadable sales continuing to perform, generating £92k revenue in the 3 months to 31 March 2021.
- ✦ £1m convertible loan note facility agreed to provide further flexibility, drawable at Company's instance

STRATEGIC PROGRESS

In June 2020, the Board set out a 5-point plan for value creation

5-POINT PLAN TO BUILD SHAREHOLDER VALUE

1. Roll-out of owner-operated network through direct investment
2. Deliver US Franchise network in partnership with PCH
3. Sustain and support growth in existing franchise network; sign further master franchise agreements
4. Broaden the product offer and market reach
5. Investment in infrastructure to improve efficiency and scalability

Four year plan to build substantial shareholder value

- Short/medium term target to get to 20 UK sites
- Longer term target of 50 UK sites

PROGRESS SINCE JUNE FUNDRAISE (1)

Significant progress since June 2020, placing the business in a substantially stronger position to benefit from a recovery in demand post COVID

Owner-operated site roll-out

- ✦ 5 new sites completed and opened
- ✦ Dubai site acquired
- ✦ Paris and Brussels sites acquired
- ✦ HOT agreed for site in Milton Keynes (owner operated site 18)
- ✦ Work commencing at site in Lakeside (owner operated site 19)
- ✦ Pipeline of further sites under discussion
- ✦ New generation of modular games designed and delivered for new sites

US Franchise network

- ✦ Franchise disclosure document filed in the US allowing sales of franchises to commence
- ✦ Decision to use Houston as the 'master site' and education centre
- ✦ Next generation games ordered for Houston – installation imminent
- ✦ Pipeline of both new and conversion franchisees now in active development with first of a series of 'Discovery Days' held in March 2021

PROGRESS SINCE JUNE FUNDRAISE (2)

Significant progress since June 2020, placing the business in a substantially stronger position to benefit from a recovery in demand post COVID

New products and markets

- ✦ Developed portfolio of digital and 'play at home' products from scratch
- ✦ Performance of these products exceeded expectations in 2020 – remote play revenue in 2020 exceeded £230k at high margins
- ✦ £92k of sales 01 Jan – 31 Mar 2021
- ✦ Scalable products
 - Largest game delivered to 342 players in a single game
- ✦ Growing B2B brand and opportunity
 - Served over 6000 individuals through nearly 200 corporate bookings in December alone
- ✦ Progress on EH for Brands – e.g. Netflix and Dr Who play at home games

International Franchise network

- ✦ Acquired master franchise in Middle East
- ✦ Acquired master franchise in France and Belgium and franchise agreements extended for 6 years on better terms
- ✦ Renewed contracts agreed in Australia moving to catalogue games

Investment in infrastructure

- ✦ Completed work on s/w to allow multiple game management by GM's
 - Rolled out in new sites
 - Commenced discovery phase for eCommerce platform
- ✦ The Directors intend other internal projects referenced in the June 2021 fundraise to follow after COVID

CONCLUSIONS

- ✦ Significant strategic progress made notwithstanding lockdowns
- ✦ Launch of digital and remote play creating strategically important product suite
- ✦ Owner operated estate substantially expanded
- ✦ Progress with franchise estate
- ✦ Favourable property market conditions to continue roll out; 18th and 19th owner operated sites in progress
- ✦ Confident that consumer and corporate demand will return strongly
- ✦ UK owner operated sites re-opened 17 May
- ✦ Business in substantially stronger position to benefit from recovery than a year ago

APPENDIX



PROFIT AND LOSS

✦ Strong revenue growth pre COVID

- Overall sales (£2,658k) were 46% lower than 2019, driven by forced closure of sites and restricted trading due to COVID-19
- Sales were 61% ahead of 2019 until point of closure

✦ Adjusted EBITDA loss reduced by 15% to £1,445k

- Includes £135k of property related grants
- £756k benefit from Coronavirus job protection scheme
- £259k R&D claims benefit
- £187k of pre-opening losses related to new sites
- Central costs were reduced by 28%

✦ New digital and remote play propositions contributed £230k to revenue at high margin

- A suite of play at home propositions were successfully launched during lockdown to retain engagement with customers
- Revenue Jan-Mar 2021 was a further £92k with double digit growth delivered in each of February and March
- Downloadable games will remain part of our product portfolio

£m	2020	2019	Movement
Revenue	2.7	4.9	-46%
Owner-operated sites	2.1	3.8	-46%
Franchise network	0.6	1.1	-46%
Gross profit	1.9	3.6	-48%
Owner-operated sites	1.3	2.6	-48%
Franchise network	0.5	1.1	-50%
Site level EBITDA	1.0	2.1	-52%
Owner-operated sites	0.4	1.0	-54%
Franchise network	0.5	1.1	-50%
Central costs	(2.7)	(3.8)	28%
Owner-operated sites	(0.1)	(0.1)	30%
Franchise network	(0.2)	(0.7)	66%
Unallocated	(2.4)	(2.9)	19%
Other income	0.3		
Group EBITDA loss	(1.4)	(1.7)	15%
Group loss before tax	(6.6)	(6.0)	-9%
Year end cash balance	2.7	2.2	24%

CASHFLOW

Overview of the period:

✦ Cash outflow from operating activities carefully managed

- Benefit from deferrals and Government support schemes
- Cash benefit from R&D scheme received post year end

✦ Capex used predominantly for site fit-out and games production

- Norwich, Basingstoke, Cheltenham, Watford (all complete)
- Advance purchases for Kingston
- Launch of “A Dalek Awakens” in Resorts World and Reading

✦ Post period end cash position boosted by £1.3m (net) fundraise in January 2021

- £0.3m utilized for acquisition of French and Belgian master franchise
- Balance available for working capital and continued UK site roll-out

Impact of COVID-19 on Cash:

- c. £350k net cash was used on operating activities between March and June 2020, and a further c.£500k between July and December 2020
- Property and HMRC related deferrals of £299k at 31 Dec 2020 expected to be caught up during 2021

£m	2020	2019	Movement
Adjusted Group EBITDA loss	(1.4)	(1.7)	15%
Working capital and non-cash movements	0.6	(0.5)	NA
Tax	(0.0)	(0.0)	48%
Net Cash used in operating activities	(0.8)	(2.3)	63%
Investing activities			
Purchase of tangible fixed assets	(1.8)	(1.3)	-38%
Purchase of intangible assets	(0.2)	(0.3)	11%
Other movements	0.0	0.1	-78%
Net cash used in investing activities	(2.0)	(1.5)	-35%
Financing			
Net proceeds from share issue	3.7	3.7	-1%
Proceeds from issue of convertible loan note	0.3		NA
IFRS 16 interest and capital repayments	(0.6)	(0.5)	-32%
Net cash from Financing activities	3.4	3.3	4%
Net increase / (decrease) in cash	0.5	(0.5)	NA
Cash at beginning of the year	2.2	2.7	
Forex	0.0	0.0	
Cash at end of year	2.7	2.2	25%

BALANCE SHEET

✦ £2.7m cash at year end and £3.3m at 31 March 2021

- Resumption of capex for site roll-out after July fundraise
- Tangible assets comprise principally leasehold improvements and escape games at owner-operated sites
- Remaining intangible assets from acquisition of Experiential Ventures in 2017 amortised
- IFRS 16 recognition gives rise to right of use assets of £2.9m at Dec 2020 and lease liabilities of £3.8m
- Convertible loan notes issued in July 2020
 - Conversion at 9p per share
 - Face value of £340k split £272k recognized as loan and £67k as equity component
- Further £1m convertible loan note facility agreed in May 2021 drawable at the company's instance

£m	2020	2019
Non Current Assets		
Property Plant and equipment	3.9	3.9
Right of use assets	2.9	2.5
Intangible assets	0.9	2.9
Loan to franchisee and rent deposits	0.0	0.3
	7.8	9.6
Current Assets		
Inventories	0.0	0.0
Trade receivables	0.2	0.4
Other receivables and prepayments	0.7	0.5
Cash and bank balances	2.7	2.2
	3.6	3.0
Total Assets	11.4	12.7
Current Liabilities		
Trade payables	(0.6)	(0.3)
Contract liabilities	(0.4)	(0.4)
Lease liabilities	(0.5)	(0.3)
Other	(0.8)	(0.9)
	(2.4)	(1.9)
Non-current liabilities		
Deferred income	(0.2)	(0.3)
Provisions	(0.1)	(0.1)
Convertible loan notes	(0.3)	
Lease liabilities	(3.3)	(2.3)
	(3.8)	(2.6)
Total Liabilities	(6.2)	(4.6)
Net assets	5.2	8.1

BACKGROUND ON **ESCAPE HUNT!!**

THE WORLD'S **#1** ESCAPE ROOM BRAND

A 360 GAMING BUSINESS

In venue immersive escape rooms or virtual reality

Outdoor explorer games

Location Neutral games for Consumers & Corporates

LOVED BY CUSTOMERS

100% 5* reviews from customers in the UK

Top rated across "Fun and Games" on TripAdvisor

TRUSTED BY WORLD CLASS STUDIOS

Partnered with the BBC to bring Doctor Who to life in site

Created a game for Netflix to accompany the launch of their film
"Enola Holmes"

ESCAPE HUNT



A PREMIUM ESCAPE ROOM EXPERIENCE



PREMIUM LOCATIONS



PREMIUM LOUNGES



PREMIUM HOSTS



PREMIUM CONTENT

GLOBAL REACH ACROSS KEY TERRITORIES

GLOBAL FOOTPRINT

46 13

VENUES COUNTRIES

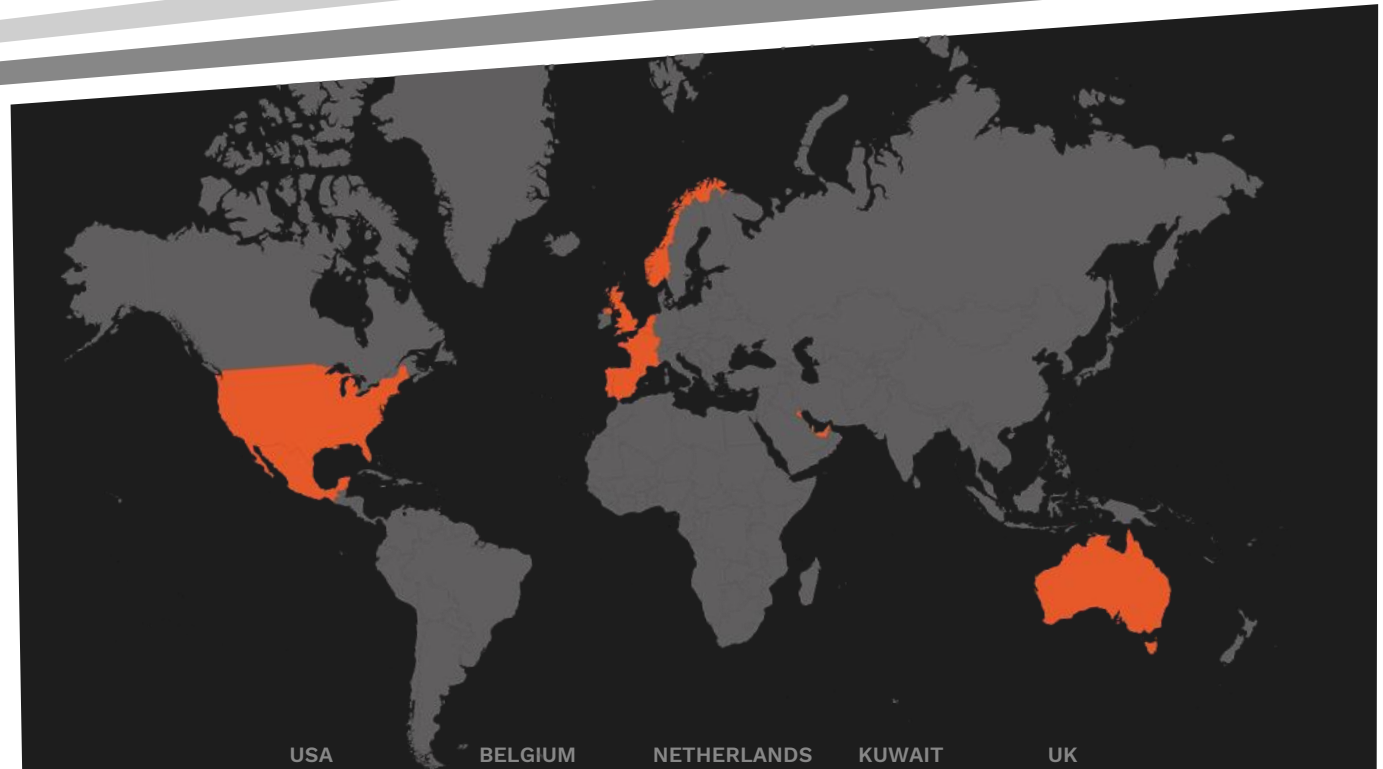
Owner operated estate:

- 17 owner-operated sites (including Paris, Dubai and Brussels) plus further 2 UK sites in progress
- Medium term target of 20 O+O sites by June 2022¹ expected to be exceeded

Franchisee estate:

- Additional 29 franchise sites
- Area representation agreement in place with Proprietor's Capital Holdings to roll out in the US

1. Target set by the directors in June 2020 at the time of the fundraising which competed on 2 July 2020



USA
Houston
Miami

AUSTRALIA
Adelaide
Brisbane
Gold Coast
Melbourne
Perth
Sydney

SINGAPORE
Singapore

BELGIUM
Brussels

FRANCE
Belfort
Bordeaux (2)
Clermont-Ferrand
La Rochelle
Marseille
Metz
Nancy
Nantes
Paris
Toulouse
Lille

NETHERLANDS
Groningen
Maastricht

NORWAY
Bergen
Oslo
Trondheim

PORTUGAL
Lisbon

KUWAIT
Kuwait

QATAR
Qatar

UAE
Dubai

SPAIN
Barcelona

UK
Basingstoke
Birmingham (2)
Bristol
Cheltenham
Edinburgh
Leeds
Liverpool
Manchester
Norwich
Oxford
Reading
Watford
Kingston
Lakeside (in build)
Milton Keynes (in
legals)

DIGITAL AND REMOTE PLAY

During 2020 Escape Hunt developed its portfolio to include digital and other remote play solutions catering to remote audiences, businesses and brands

EH for Business:

- Developed portfolio of digital and 'play at home' products from scratch during 2020
- Performance of these products in 2020 exceeded expectations – remote play revenue in 2020 exceeded £230k at high margins
- Scalable products
 - Largest game delivered to 342 players in a single game
- Growing B2B brand and opportunity
 - Served over 6,000 individuals through nearly 200 corporate bookings in December 2020 alone

EH for Brands:

- The print and play games launched during lockdown proved popular with customers and were picked up by Netflix
- In partnership with Netflix, we created a game to accompany the launch of the Enola Holmes film, released on September 23rd 2020 and generated over 15,000 downloads
- A Print & Play Doctor Who game was also launched in Summer 2021



THE BUSINESS MODEL

Escape Hunt operates owner managed sites in the UK and has a predominantly franchised business internationally

OWNER MANAGED SITES

Revenue

- ✦ 4 players @ £22 incl VAT
- ✦ 5 - 6 rooms per site¹
- ✦ Median 40% occupancy (8 sessions per day, 7dpw)
- ✦ Additional 'outdoor' revenue
- ✦ Target £450k - £550k revenue per annum

Build cost

- ✦ Target £450 - £550k build cost; offset by any landlord contribution
- ✦ Aim for £120k - £180k Site level EBITDA per site

Costs

- ✦ Staffing c.35% of revenue
- ✦ Rents, rates, service charge @ £7k - £9k per site per month
- ✦ Marketing c.£5k per month
- ✦ Utilities and maintenance c.£2k per month

Returns

- ✦ Target >10% Cash return on investment yr 1; >25% in yr 2

FRANCHISE

Existing franchise network

- ✦ Typically 7.5% - 10% revenue share
- ✦ Fixed monthly admin fees - \$250 - \$500 per month
- ✦ Up-front fees typically US\$50k

US franchises

- ✦ 8% revenue share (min \$3.5k per month)
- ✦ Up front cash contribution \$50k
- ✦ Games license fees (for branded content)
- ✦ Revenue share and upfront fees shared with PCH subject to minimum threshold

THANK YOU

ESCAPE HUNT FINAL RESULTS DEC 2020



ESCAPE HUNT