

# 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...

# THE WORLD'S NO.1 ESCAPE ROOM BRAND

- ✦ Leading experiential design and production studio

- ✦ Large franchise footprint

- 43 locations
- 22 countries

- ✦ UK owned and operated estate

- 10 trading sites
- 2 more opening in Q1
- Growing pipeline

## ARGENTINA

Buenos Aires

## AUSTRALIA

Adelaide

Brisbane

Gold Coast

Melbourne

Perth

Sydney

## BELGIUM

Brussels

## FRANCE

Belfort-Montbéliard

Bordeaux

Clermont-Ferrand

La Rochelle

Lille

Marseille

Metz

Nancy

Nantes

Paris

Toulouse

## GERMANY

Bielefeld

## INDONESIA

Jakarta

## JORDAN

Amman

## KUWAIT

Kuwait

## LUXEMBOURG

Luxembourg

## MEXICO

Monterrey

## MOROCCO

Casablanca

## NETHERLANDS

Groningen

Maastricht

## NEW ZEALAND

Auckland

## NORWAY

Oslo

## PHILIPPINES

Manila

## PORTUGAL

Lisbon

## QATAR

Qatar

## SAUDI ARABIA

Jeddah

## SINGAPORE

Singapore

## SOUTH AFRICA

Durban

## SPAIN

Barcelona

## UNITED ARAB EMIRATES

Dubai

## UNITED KINGDOM

Birmingham x2

Bristol

Leeds

Bournemouth

Edinburgh

Manchester

Oxford

Liverpool

Reading

## UNITED STATES

Houston

Miami

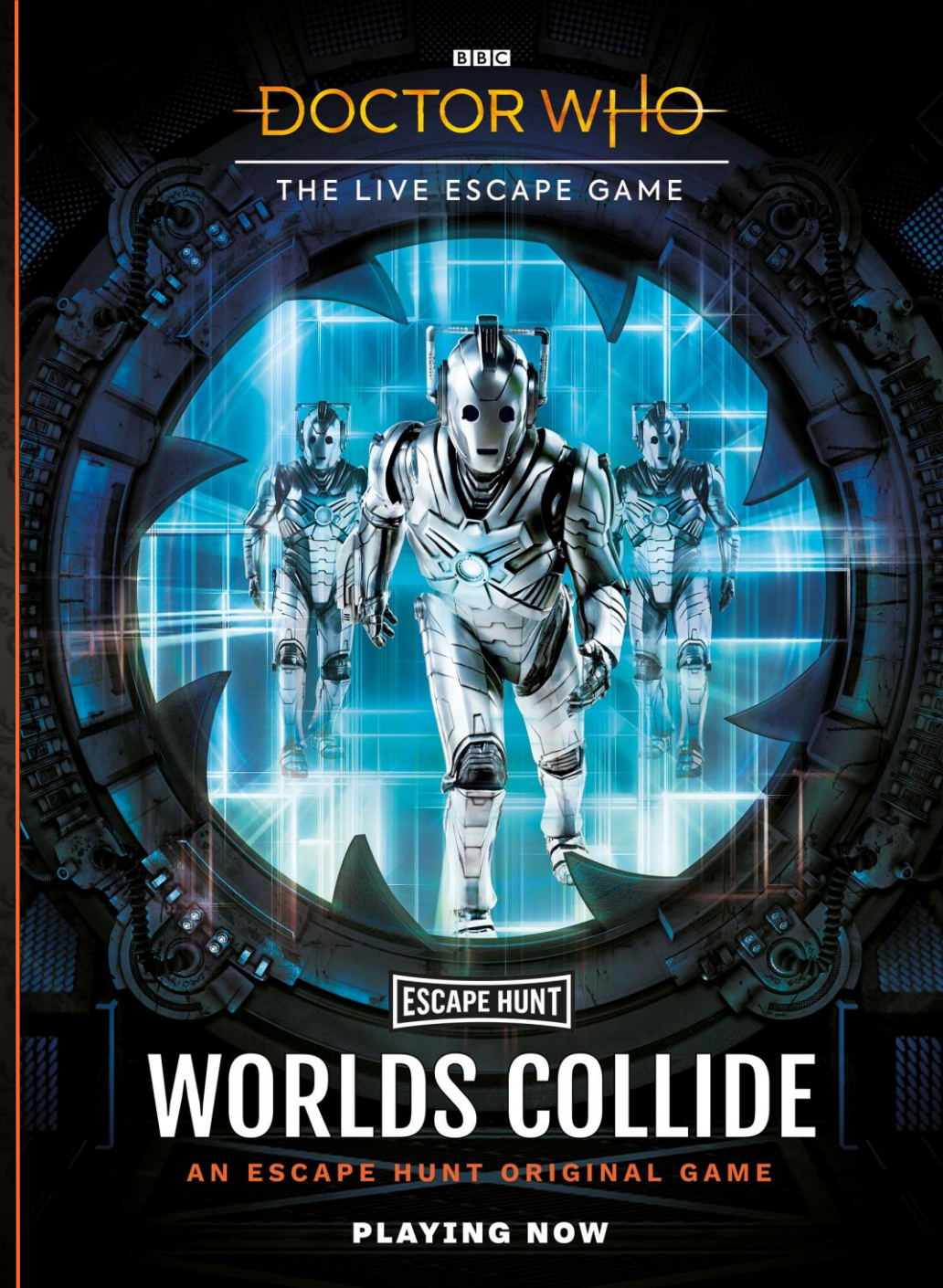
ESCAPE HUNT



# 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

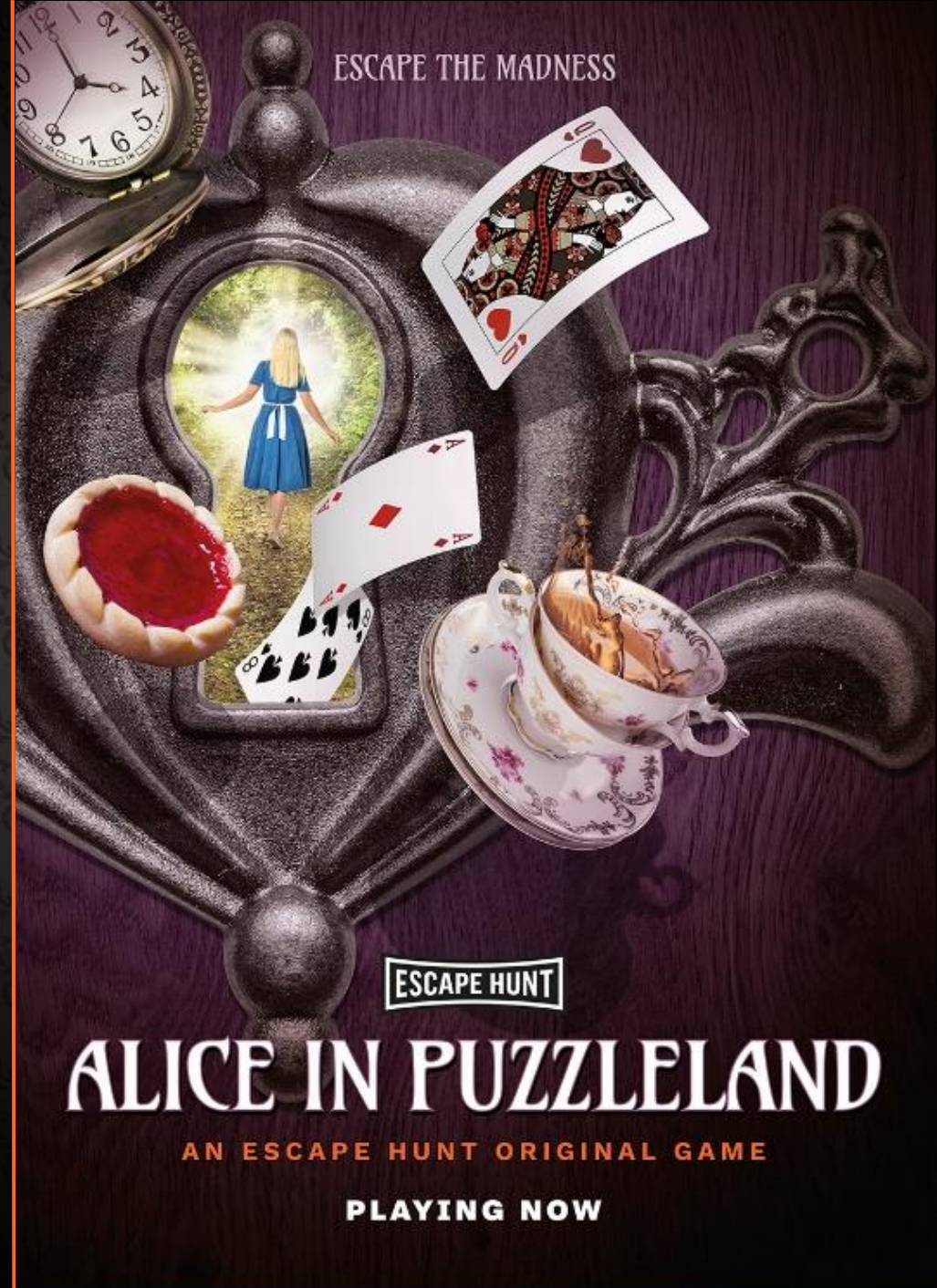
## **SCALE**

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





# TRADING UPDATE

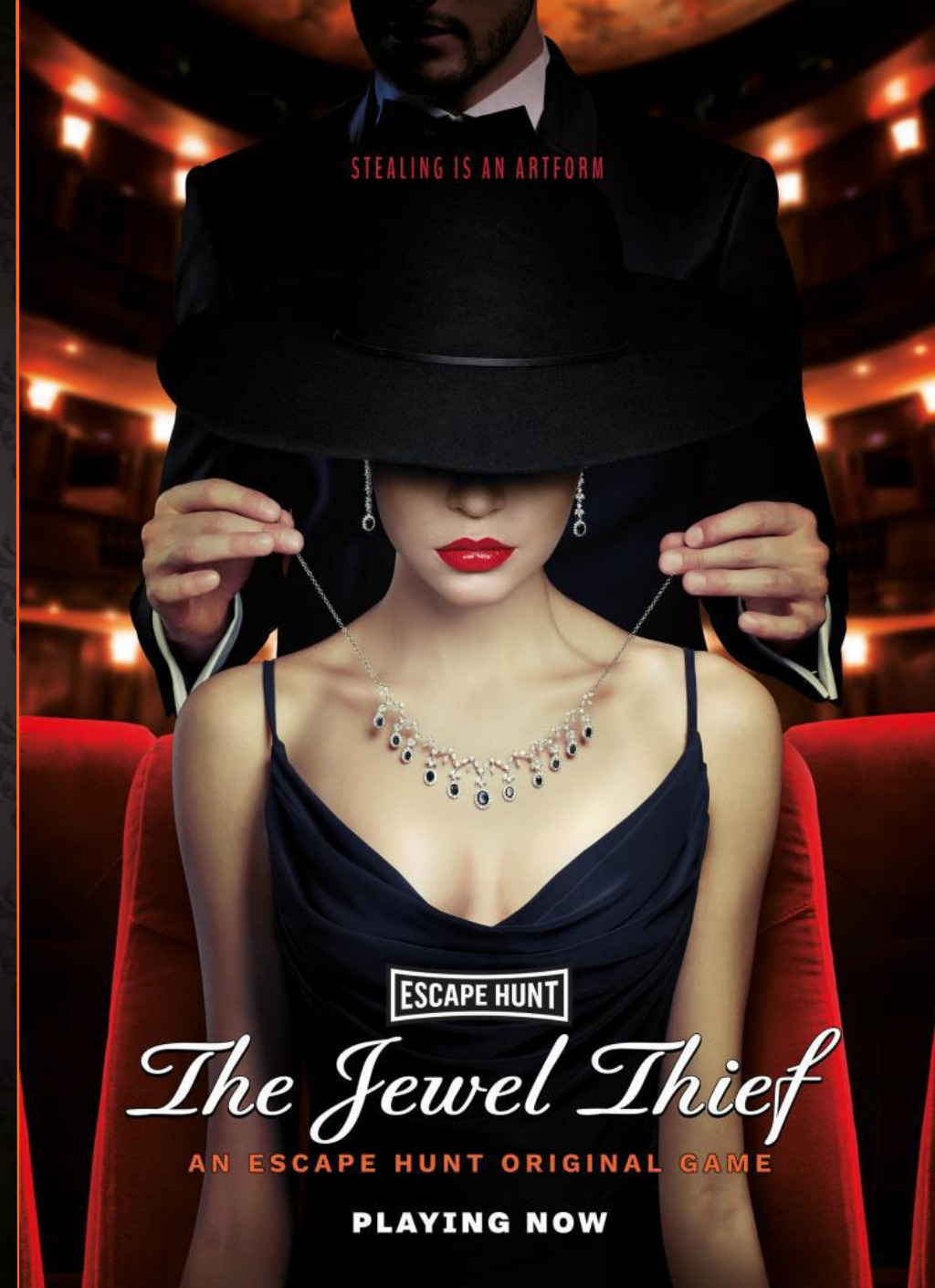
- ✦ Owner-operated estate
  - Unaudited revenue £3.8m (FY18: £1.1m)
  - Strong LFL growth
  - Site EBITDA ahead of expectations
- ✦ Franchise estate
  - Unaudited revenue £1.0m (FY18:£1.1m); EBITDA in line with expectations
  - Newly signed partner in the US expected to deliver significant growth
- ✦ 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





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