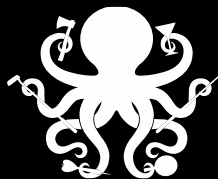


xpfactory^{plc}

INTERIM RESULTS FOR TWELVE MONTHS TO 31
DECEMBER 2023



**BOOM
BATTLE BAR**

ESCAPE HUNT



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Richard Harpham
Chief Executive Officer

- Operating highlights
- Brands performance
- Site level economics
- Post period highlights
- Summary and outlook



Graham Bird
Chief Financial Officer

- Financial performance
- Cashflow
- Financial position

OVERVIEW OF 2023

90bsygjx



OPERATING HIGHLIGHTS

2023

Total revenue

£44.8m

(2022: £22.8m)

Adj EBITDA (Pre IFRS 16)

£5.5m

(2022: £2.6m)

Operating profit²

£1.8m

(2022: loss £4.9m)

O+O Sites open

EH: 23

(2022: 23)

Boom: 19

(2022: 11)

LFL sales growth

EH: +17%¹

(2022, +24%)

Boom: +29%¹

(2022, N/a)

Cashflow from operations

£9.5m

(2022: £3.3m)

Customer satisfaction

98%

(2022: 97%)

Franchise sites open

EH: 22

(2022: 23)

Boom: 11

(2022: 16)



¹ Adjusted for VAT benefit in 2022

² Before fair value movements; £6.2m 'fair value gain' on revaluation of contingent consideration in 2022 and £312k 'fair value loss' in 2023

EH Site level performance exceeding expectations

- £13.5m owner-operated revenue – 38% increase vs 2022
- 17%¹ LFL sales growth vs 2022
 - 16% LFL at 7 most mature sites (opened in 2018), original games continue to grow at these sites
- 42% site level EBITDA (42% 2022)
- 46% site EBITDA ROCE on net capex
- 99% average review score² (98% 2022), all eligible sites awarded TripAdvisor Travelers' Choice award
- New Woking site opened. 4 incremental Escape Rooms added at select highly utilised sites
- Merged the 2 Norwich sites post period end
- Site level performance exceeding management expectations



KEY METRICS

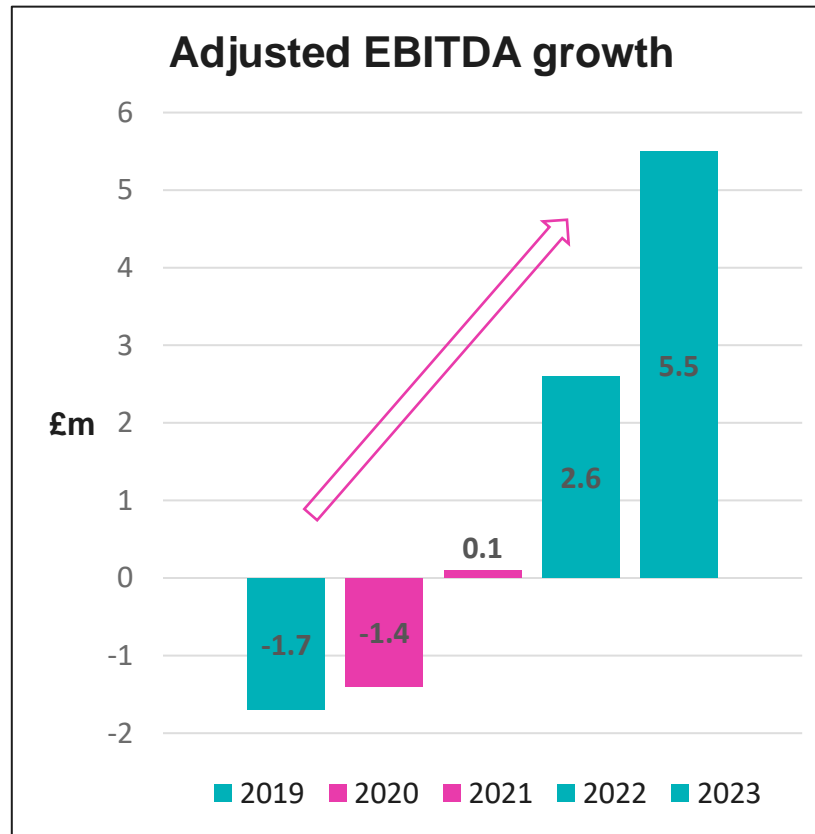
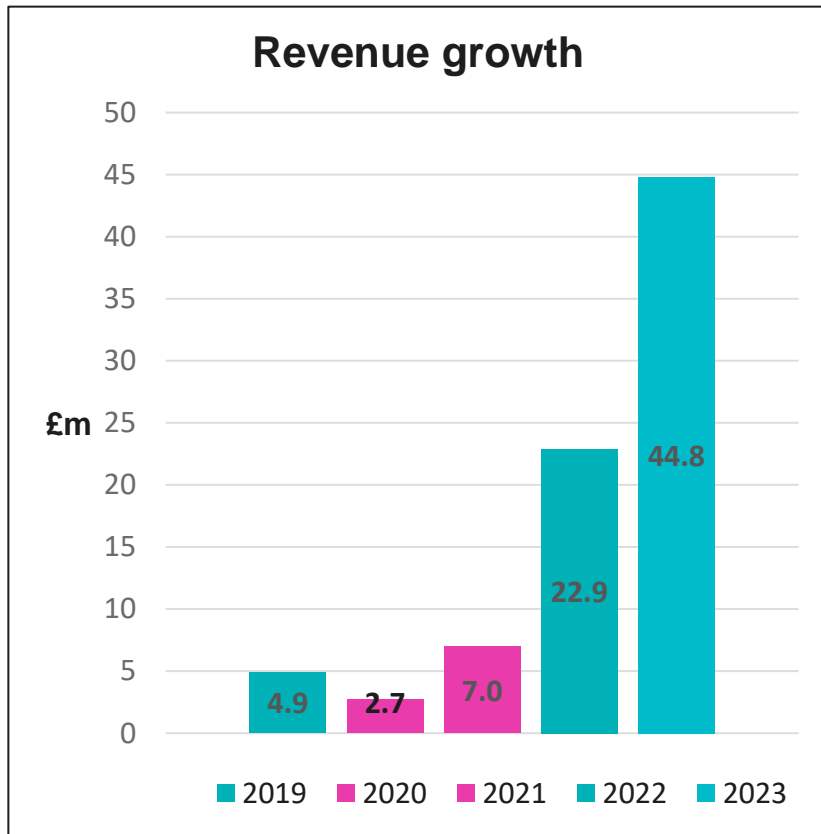


Strong site level performance as sites mature after significant 2022 expansion

- £28.6m owner operated revenue (2022: £9.5m)
- 29% LFL O+O sales growth vs 2022
- 3 new O&O sites opened (Canterbury, Dubai, Southend-on-Sea)
- Completed 5 franchisee acquisitions in 2023 (Chelmsford, Ealing, Liverpool, Watford, Glasgow)
- 18% EBITDA margin delivered across all units (2022: 13%) – 23% in H2 reflecting maturation and seasonality
- 96% average review score¹ (2022: 96%) vs 94% for competitive socialising peers and 88% for the industry as a whole
- Commenced select high return site level investments in H2, further opportunities identified
- Site level unit economics in line with expectations, expect further improvement with site initiatives and as estate matures

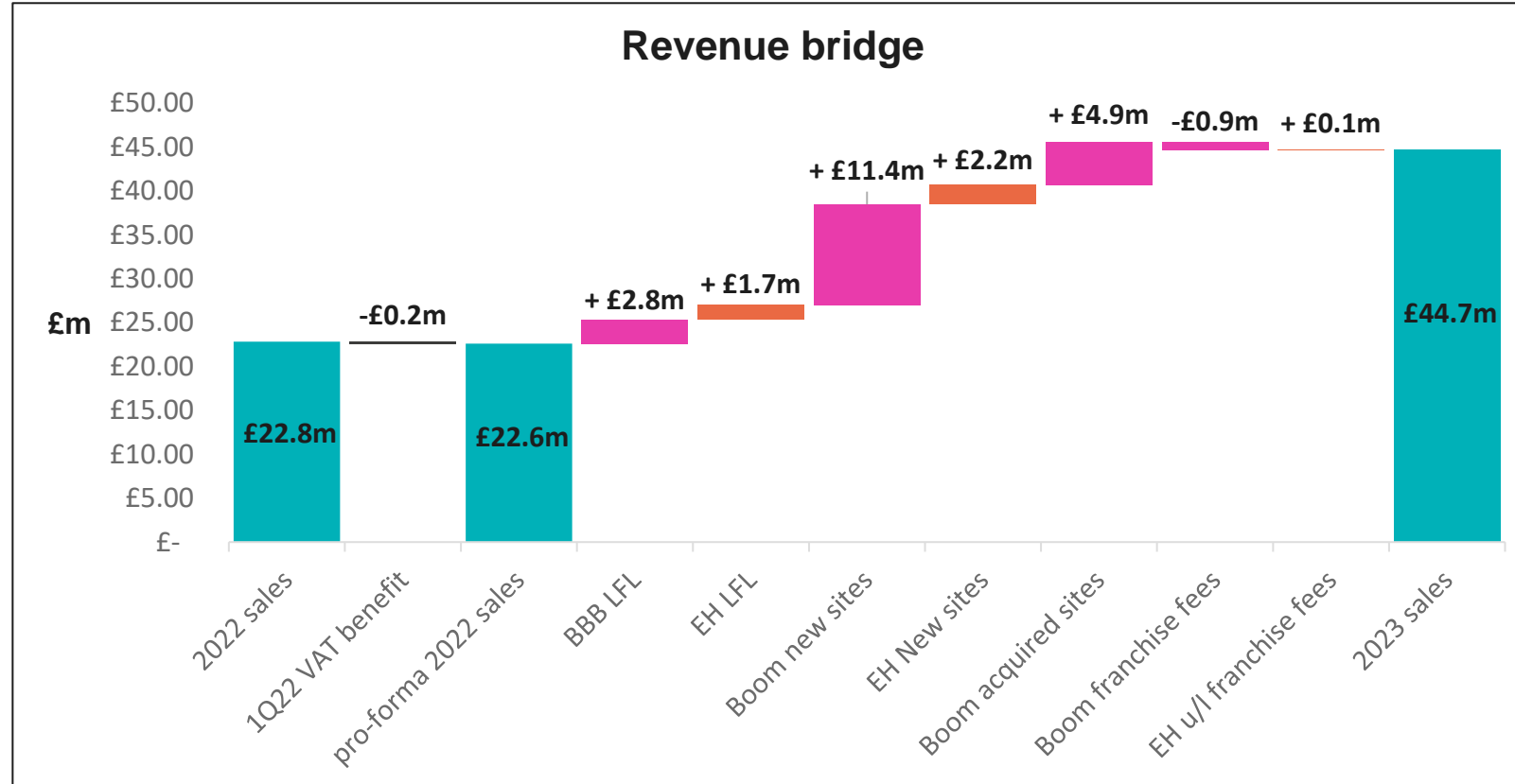


Growth reflecting site expansion and like-for-like improvement



- 96% revenue growth reflecting site expansion and LFL growth
- Improvement in EBITDA reflecting growth and maturation of sites
- £5.5m Adjusted EBITDA (pre IFRS 16)
- £9.5m cash generated from operations (£7.2m on pre-IFRS16 basis)

Growth reflecting site expansion and like-for-like improvement

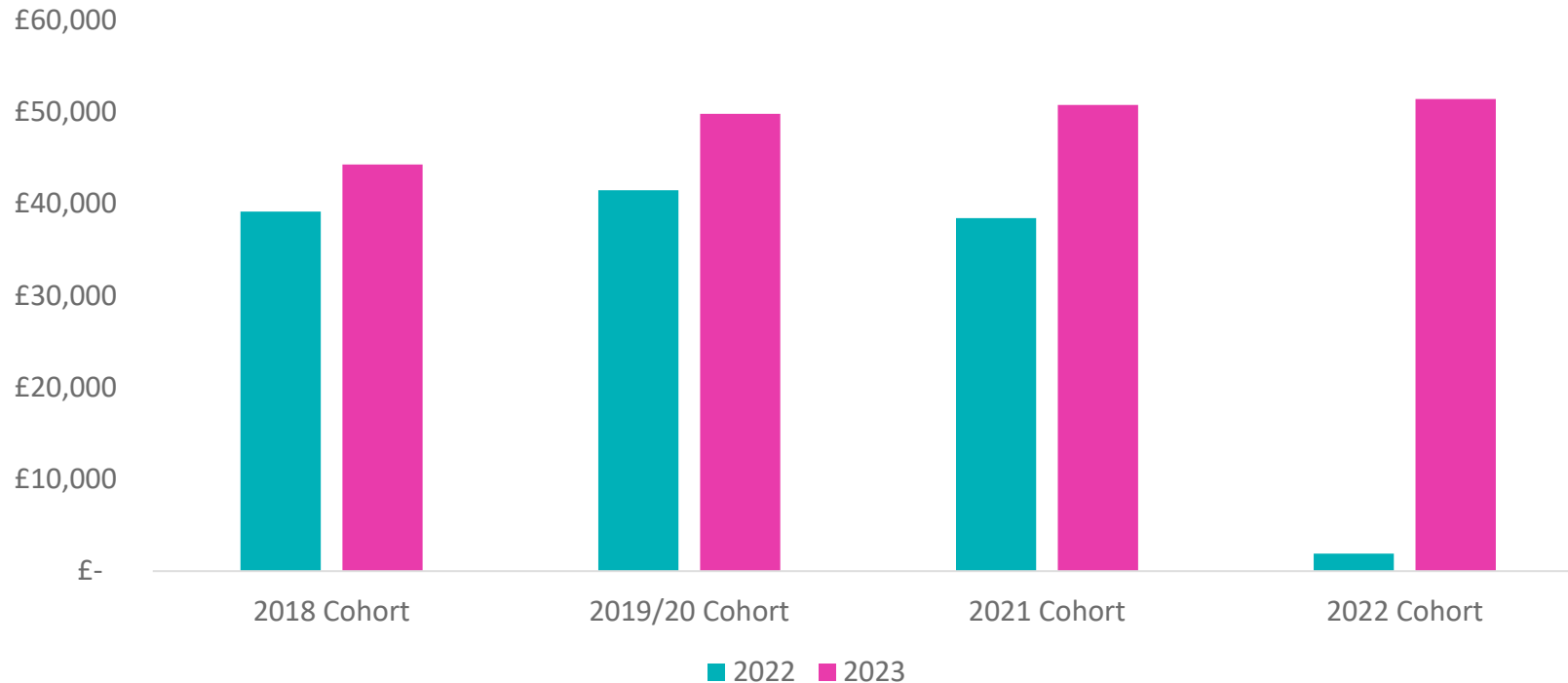


- £21.9m sales growth YoY driven by:
 - £4.5m LFL sales growth (+23%)
 - £13.6m from new sites, including the annualisation of 2022 site openings
 - £4.9m from acquired franchise sites, including annualisation of 2022 acquisitions
 - (£0.8m) from franchise fees due to franchisee acquisitions
 - (£0.2m) reversal of 1Q22 VAT benefit

SITE LEVEL ECONOMICS



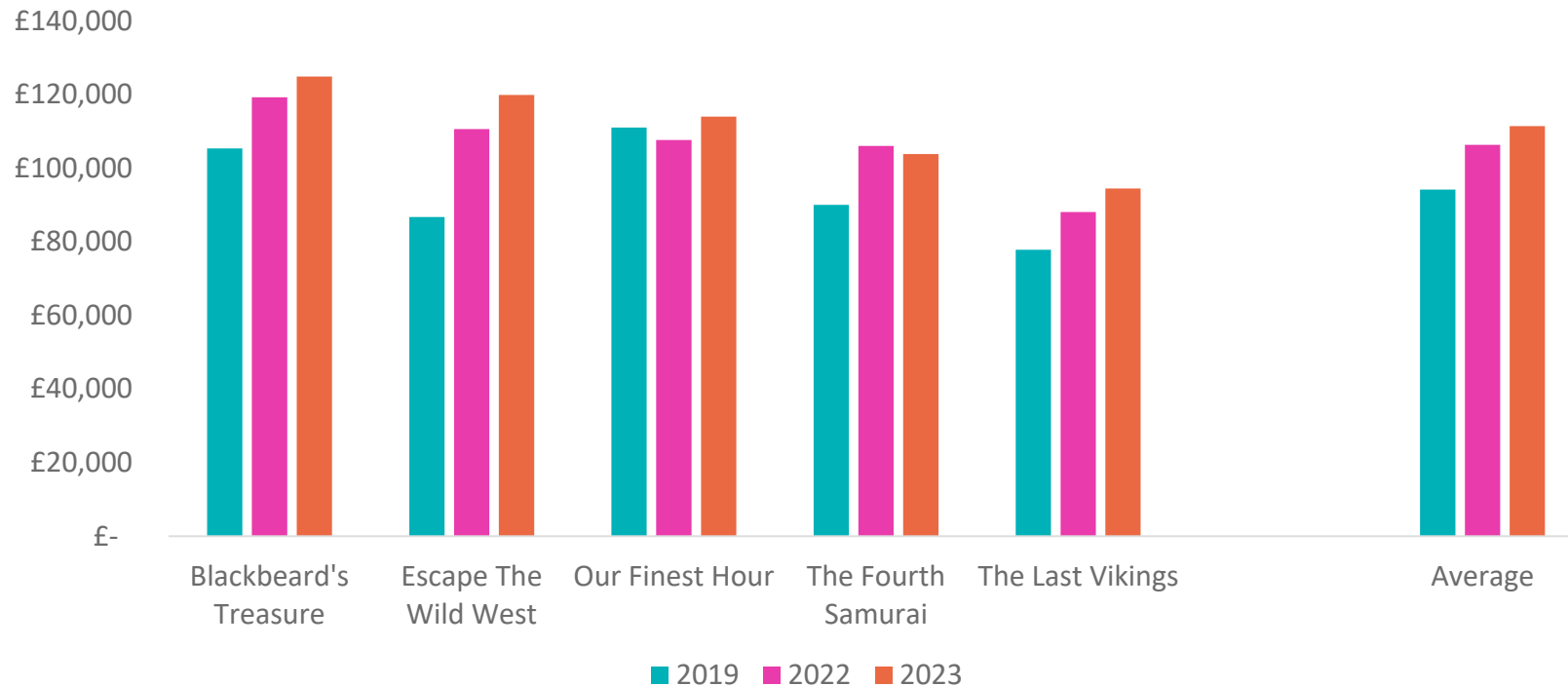
Average Site EBITDA per room by EH Cohort



ESCAPE HUNT

- EH site level unit economics have been replicable over time
- Year-on-year EBITDA growth for all cohorts
- Improvement in mature EBITDA per room for each successive cohort
- Note, 2022 openings were ramping in 2022 and not fully mature in 2023 – expect underlying EBITDA improvement for this cohort to continue

Average gross revenue per original 2018 EH room in 2018 sites



ESCAPE HUNT

- 7 current EH sites were opened in 2018*
- All 5 original EH games launched across these sites in 2018 remain open
 - Maintenance cost is expensed → marginal incremental capex on these original rooms
- These original games continue to grow at these initial sites
- Incremental avenues have supplemented this initial revenue stream
 - E.g. Additional games recently added at some sites, strong incremental ROCE
 - E.g. Outdoor “City Hunts”

* Excluding Edinburgh which was moved in 2022 to co-locate with Boom

2023 EBITDA / Net Capex¹



ESCAPE HUNT

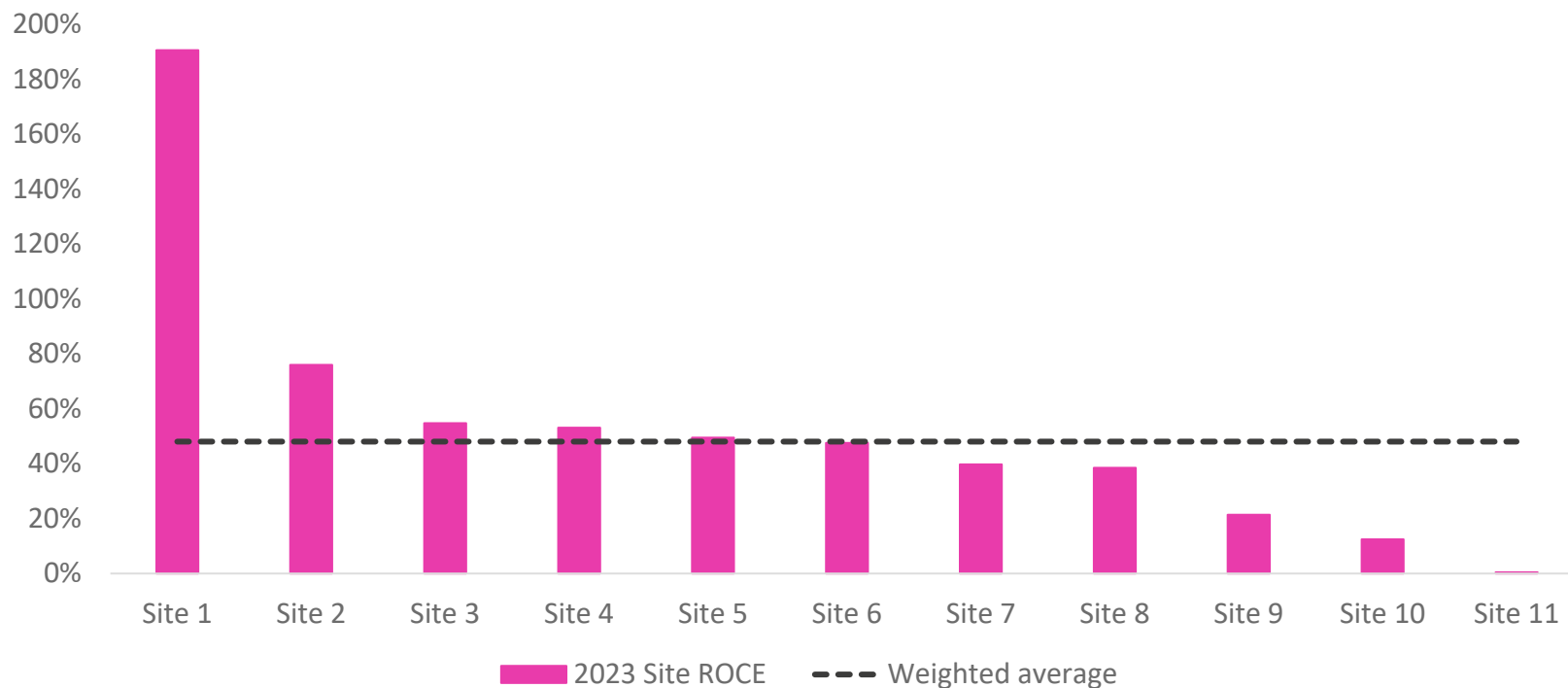
- 20 UK sites open throughout 2023
- Weighted average LTM site EBITDA ROCE (Net capex) of 46%
- Site EBITDA typically approximates to site FCF over the site lifetime
 - Limited incremental capex after initial build, maintenance costs are expensed
 - Site FCF typically higher than EBITDA initially due to cash rent free periods (straight line expensed in P&L)
- Site level unit economics exceeding initial expectations

¹ Site EBITDA Jan 2023 – Dec 2023, total cumulative capex net of landlord contributions

ATTRACTIVE SITE ROCE



2023 EBITDA / Net Capex¹



- 11 O+O sites opened throughout 2023
- Weighted average LTM site EBITDA ROCE (on net capex) of 48% at these sites
- As with EH, FCF after initial build approximates to EBITDA across the site lifetime
- Average site level unit economics in line with initial expectations
- Expect unit economics to continue to improve with learnings as estate matures

¹ Site EBITDA Jan 2023 – Dec 2023, total cumulative capex net of landlord contributions

SUMMARY OF FINANCIAL STATEMENTS



Transformational growth delivered from expanded base

- Revenue up 96% to £44.8m
 - EH owner operated revenue up 38% including 17% like for like¹ growth
 - Boom owner operated revenue up 201%, including 29% like for like¹ growth
- Boom gross margins improved to 58% from 52%
- EH site level margins sustained at 42%
- Boom site level EBITDA margins of 18% (H1:11% H2:23%; 2022: 13%)
- Group pre IFRS16 Adjusted EBITDA of £5.5m, up 116%
- Increase in central costs reflects full year effects of 2022 growth, cost increases and increased scale
- Group operating profit before FVA of £1.8m v loss £5.0m in 2022

£m	2023	2022
Pre IFRS 16 and pre R&D Adjusted EBITDA	5.5	2.6
IFRS 16 adjustments (excl pre-opening)	2.5	1.4
Adjusted EBITDA	8.0	4.0
Depreciation and amortisation	(5.4)	(5.2)
Loss on disposal of tangible assets	(0.1)	(0.1)
Branch closure costs and other exceptional costs	(0.1)	(0.3)
Branch pre-opening costs	(0.7)	(2.0)
Other non cash items	(0.0)	(1.3)
Operating profit / (loss) before FV	1.8	(5.0)
Fair value adjustment	(0.3)	6.2
Operating profit	1.5	1.2

£m	2023	2022	Change
Revenue	44.8	22.8	96%
EH Owner-operated sites	13.5	9.8	38%
EH Franchise network	0.8	0.7	13%
Boom Owner-operated sites	28.6	9.5	201%
Boom Franchise network	1.9	2.9	-33%
Gross profit	28.7	14.7	95%
EH Owner-operated sites	9.5	6.8	39%
EH Franchise network	0.8	0.7	13%
Boom Owner-operated sites	16.6	5.0	234%
Boom Franchise network	1.9	2.3	-16%
Pre IFRS 16 Site level EBITDA - before pre-opening	13.6	8.3	63%
EH Owner-operated sites	5.6	4.1	38%
EH Franchise network	0.8	0.7	13%
Boom Owner-operated sites	5.2	1.3	313%
Boom Franchise network	1.9	2.3	-16%
Central costs	(8.1)	(5.9)	36%
EH Owner-operated sites	(0.5)	(0.1)	662%
EH Franchise network	(0.1)	(0.1)	-30%
Boom Owner-operated sites	(0.1)	(0.2)	-45%
Boom Franchise network	(0.0)	(0.1)	-74%
Unallocated	(7.4)	(5.4)	35%
Other income	0.0	0.1	-95%
Adjusted EBITDA before IFRS 16 and R&D credit	5.5	2.6	116%
R&D Credit (net of costs)			
IFRS adjustments (before pre-opening)	2.5	1.4	80%
Adjusted EBITDA	8.0	4.0	103%
Group loss before tax	(0.5)	(1.1)	-52%
Period end cash balance	4.4	3.2	

Investment in the year focused on new sites and enhancements at existing sites

- £9.5m cash generated from operating activities reflects strong cash conversion
 - Positive working capital movement from reduced franchisee debtors and rent-free periods
- £6.9m invested in fixed assets
 - £1.4m in EH; £0.9m for new sites, £0.3m expansion of existing sites and £0.2m maintenance capex
 - £5.3m in Boom sites; £3.4m for new sites, £1.0m expansion and £0.6m maintenance capex
- Net cash outflow of £0.1m from acquisitions with majority consideration funded by vendor loans
- £1.0m utilised to pay final deferred consideration instalments for the Boom and Cardiff acquisitions
- Utilised £2.2m of additional funding, offset by £2.1m repayments (inclusive of deferred consideration)
- £2.3m of IFRS 16 repayments reflects underlying premises rental payments
- Cash at period end of £4.5m offset by £4.5m loans / deferred consideration

£m	2023	2022
Adjusted Group EBITDA	8.0	4.0
Working capital and other movements	1.4	(0.6)
Tax	0.0	0.0
Net Cash generated / (used) in operating activities	9.5	3.3
Investing activities		
Purchase of tangible fixed assets	(6.8)	(6.1)
Purchase of intangible assets	(0.2)	(0.2)
Acquisitions, net of cash	(0.1)	(0.4)
Other movements	0.6	0.2
Net cash used in investing activities	(6.4)	(6.6)
Financing		
Net proceeds from share issue	0.0	0.0
Issue of loans / other debt movements	0.8	(0.5)
interest paid	(0.3)	(0.1)
IFRS 16 interest and capital repayments	(2.3)	(1.2)
Net cash from Financing activities	(1.9)	(1.8)
Net increase / (decrease) in cash	1.2	(5.0)
Cash at beginning of the year	3.2	8.2
Forex	(0.0)	0.0
Cash at end of period	4.4	3.2
Net (debt) / cash	0.0	0.8

FINANCIAL POSITION

31 Dec 2023

Balance sheet movements largely due to capital investment

- £6.7m increase in PPE
 - £6.7m of capex
 - £2.3m fixed assets additions from acquisitions
- £1.5m increase in right of use assets from Dubai, Canterbury, Southend, Woking and acquisitions
- Significant reduction in franchisee receivables partly offset by the increase in other receivables and prepayments (timing of rent, rates and service charges plus VAT claimable on capex)
- Reduction in short term provisions reflects settlement of contingent and deferred consideration
- Loans comprise:

Nature of borrowing (£'000)	< 1yr	> 1yr	Total
Vendor Loans	996	489	1,485
Fit out finance (incl equip finance leases)	802	838	1,640
Bank and other borrowings	387	942	1,329
	2,185	2,269	4,454

£m	Dec 2023	Dec 2022
Non Current Assets		
Property Plant and equipment	19.4	12.8
Right of use assets	20.3	17.8
Intangible assets	23.7	22.7
Finance lease receivable and other	1.4	1.3
	64.8	54.6
Current Assets		
Stock and WIP	0.4	0.3
Trade receivables	0.9	1.9
Other receivables and prepayments	2.1	1.8
Cash and bank balances	4.4	3.2
	7.9	7.3
Total Assets	72.7	61.9
Current Liabilities		
Trade payables	(3.2)	(1.8)
Contract liabilities	(2.1)	(1.0)
Loans	(2.2)	(1.1)
Provisions	(0.0)	(5.0)
Lease liabilities	(1.8)	(1.1)
Other	(7.2)	(5.3)
	(16.5)	(15.2)
Non-current liabilities		
Deferred income	(0.1)	(0.5)
Provisions	(0.5)	(0.4)
Loans	(2.3)	(0.4)
Deferred tax liability	(0.3)	(0.8)
Lease liabilities	(27.5)	(23.0)
	(30.7)	(25.1)
Total Liabilities	(47.2)	(40.3)
Net assets	25.4	21.6

POST PERIOD HIGHLIGHTS



Continued strong LFL growth

- The business has continued to be highly resilient to consumer headwinds through the new year
- Continued strong like for like sales growth for both brands for the first 10 weeks of 2024
 - Boom 9.2%
 - EH 11.4%
- Select high-return site level investments being implemented, further opportunities identified
- Confident of achieving results for the 15 months to March 2024 in line with market expectations



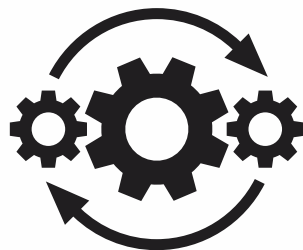
Encouraging site level performance after 2022 site expansion

- Strong growth reflecting LFL performance and site expansion
- Margins at Escape Hunt continue to exceed expectations
- Boom margins following the expected maturation trajectory, consolidating site level learnings after a period of rapid site expansion to drive further improvement
- Relentless focus on customer experience, implementing brand initiatives to improve this further
- Underpenetrated and growing opportunity in experiential leisure underpins potential for future expansion



APPENDIX SLIDES





Optimise existing estate

- Relentless focus on customer experience, implementing specific brand initiatives
- High ROCE site by site improvements
- Investing in data and systems
- Leverage synergies between brands
- Increased focus on B2B sales



Site expansion

- Attractive ROCE on new site openings
- Potential for 100 Booms, 50 EH's in the UK, large white spots identified
- Additional international potential
- Optionality to fund roll-out with existing cash generation or accelerate with further financing



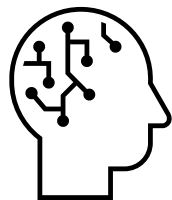
Franchising strategy

- Find and grow with the best franchise partners
- Opportunistic acquisitions within the existing estate

- Group seeing benefits of enhanced scale
- Capital efficient model with rapid payback and high ROI provides attractive organic growth thesis
 - Industry leading unit economics
- Improving unit economics enhancing future returns prospects
- Further potential through e.g.:
 - Upgrading games offering at existing sites
 - Widening food choice
 - Harnessing data insights
 - Use of technology to enhance consumer experience

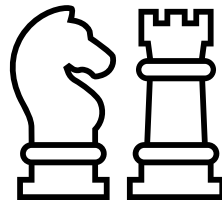
Key strengths

- Modular formats – standardized layout and automated games
- Growing data sets building know-how
- Trusted brand with strong customer review scores
- Cost advantages for room builds through off-site construction
- Favourable property conditions
- Scaling supplier relationships to optimize margins



Data driven Boom site improvements

- Optimise site layout and game mix
- Increased game capacity at highly utilised sites
- Lakeside, O2, Watford investments recently completed;
 - Initial indications point to very high incremental ROCE
- Several other high ROCE opportunities identified



Escape Hunt incremental games

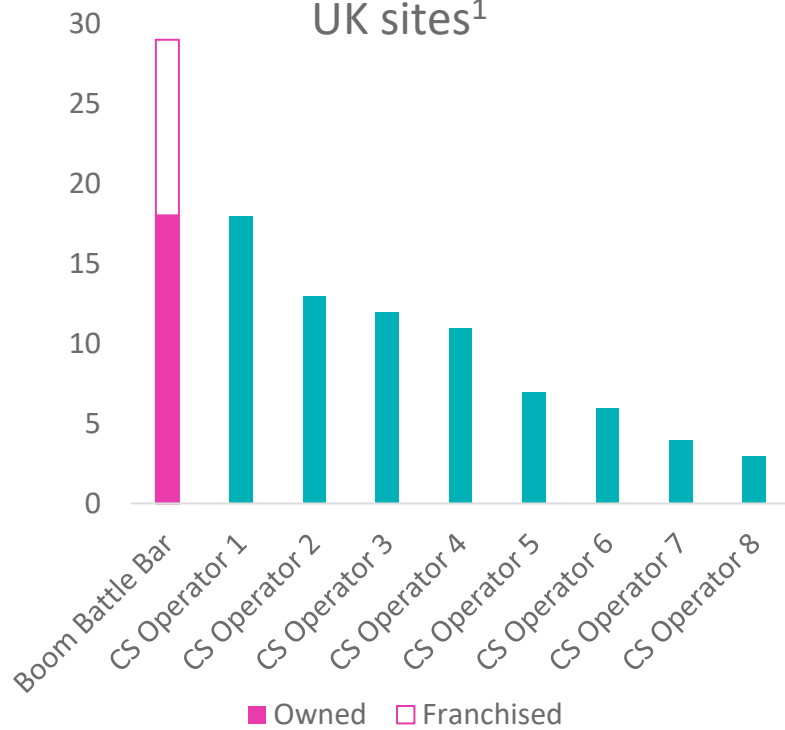
- Added 5 additional Escape rooms added at select highly utilised sites through 2023
- Limited incremental opex, strong profit contribution
- Estimated average ~160% ROCE on incremental investment
- Several other high ROCE options identified



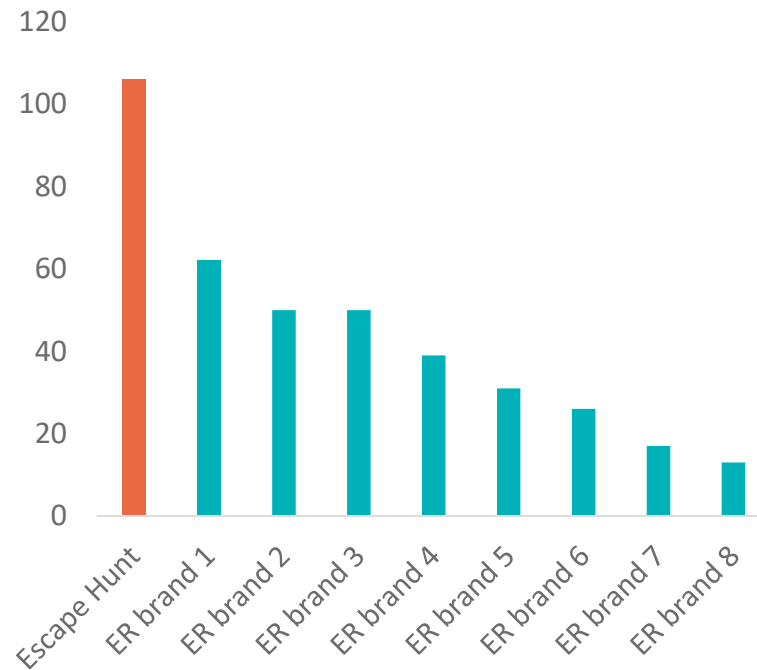
Franchisee acquisitions

- 5 Boom franchisee sites acquired in 2023
- Improvement in sales by implementing O&O methodology
- Open to further opportunistic acquisitions at attractive valuations

Competitive Socialising # of UK sites¹

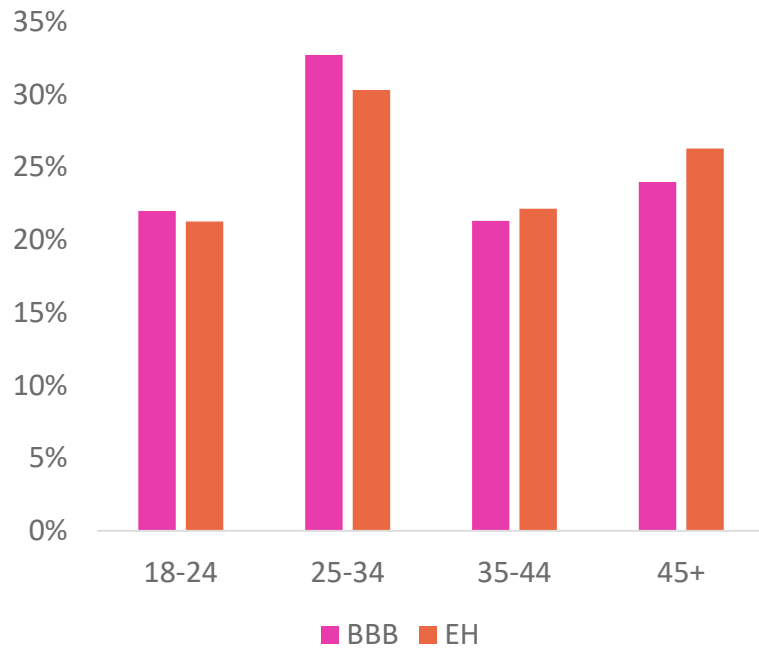


Escape Room # of UK rooms¹

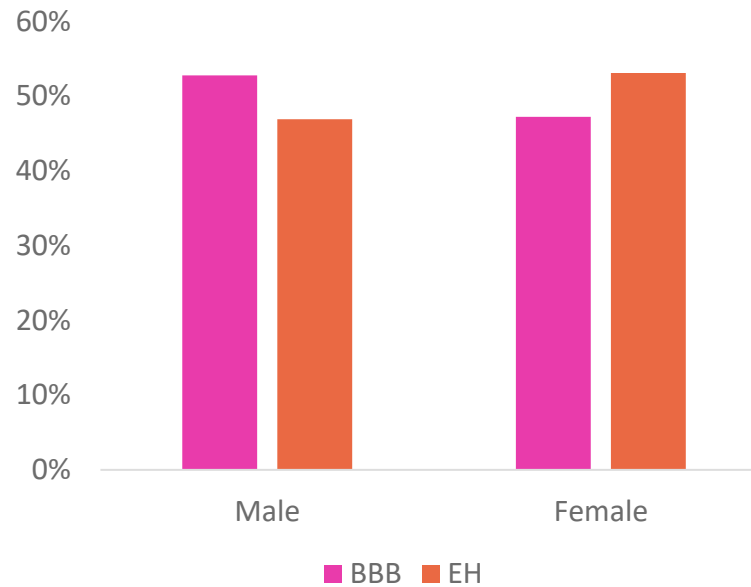


- EH and BBB are the UK market leaders in Escape Room and Competitive Socialising
- Scale advantages
- Repeatable, modular sites and products that can be replicated nationwide
- Growing brand awareness and reputation

Customer age split by brand¹



Customer gender split by brand¹



- Both brands appeal to a broad and overlapping demographic
- Diverse customer base spread across gender and age groups for each brand

CUSTOMER FEEDBACK



Escape Hunt Birmingham

●●●●● 2,709 reviews • #4 of 137 Fun & Games in Birmingham • Escape Games



Escape Hunt Bristol

●●●●● 1,948 reviews • #3 of 108 Fun & Games in Bristol • Escape Games



Escape Hunt Leeds

●●●●● 3,370 reviews • #4 of 108 Fun & Games in Leeds • Escape Games



Escape Hunt Oxford

●●●●● 1,668 reviews • #3 of 46 Fun & Games in Oxford • Escape Games



Escape Hunt Manchester

●●●●● 2,091 reviews • #9 of 122 Fun & Games in Manchester • Escape Games



Escape Hunt Liverpool

●●●●● 1,559 reviews • #3 of 127 Fun & Games in Liverpool • Escape Games



Escape Hunt Resorts World

●●●●● 1,516 reviews • #5 of 137 Fun & Games in Birmingham • Escape Games



Escape Hunt Reading

●●●●● 1,087 reviews • #7 of 36 Fun & Games in Reading • Escape Games



Escape Hunt Norwich

●●●●● 1,529 reviews • #3 of 73 Fun & Games in Norwich • Escape Games



Escape Hunt Basingstoke

●●●●● 932 reviews • #2 of 16 Fun & Games in Basingstoke • Escape Games



Escape Hunt Cheltenham

●●●●● 462 reviews • #5 of 28 Fun & Games in Cheltenham • Escape Games



Escape Hunt Watford

●●●●● 458 reviews • #1 of 23 Fun & Games in Watford • Escape Games



Escape Hunt Kingston

●●●●● 353 reviews • #3 of 14 Fun & Games in Kingston upon Thames • Escape Games



Escape Hunt Lakeside

●●●●● 265 reviews • #2 of 5 Fun & Games in Grays Thurrock • Escape Games



Escape Hunt Milton Keynes

●●●●● 390 reviews • #12 of 69 Fun & Games in Milton Keynes • Escape Games



Escape Hunt Edinburgh

●●●●● 1,117 reviews • #8 of 129 Fun & Games in Edinburgh • Escape Games



Escape Hunt Exeter

●●●●● 750 reviews • #2 of 31 Fun & Games in Exeter • Escape Games



Escape Hunt Bournemouth

●●●●● 148 reviews • #4 of 55 Fun & Games in Bournemouth • Escape Games



New

Escape Hunt London Oxford Street

●●●●● 156 reviews • #34 of 826 Fun & Games in London • Escape Games



New

Escape Hunt Woking

●●●●● 87 reviews • #2 of 11 Fun & Games in Woking • Escape Games



New

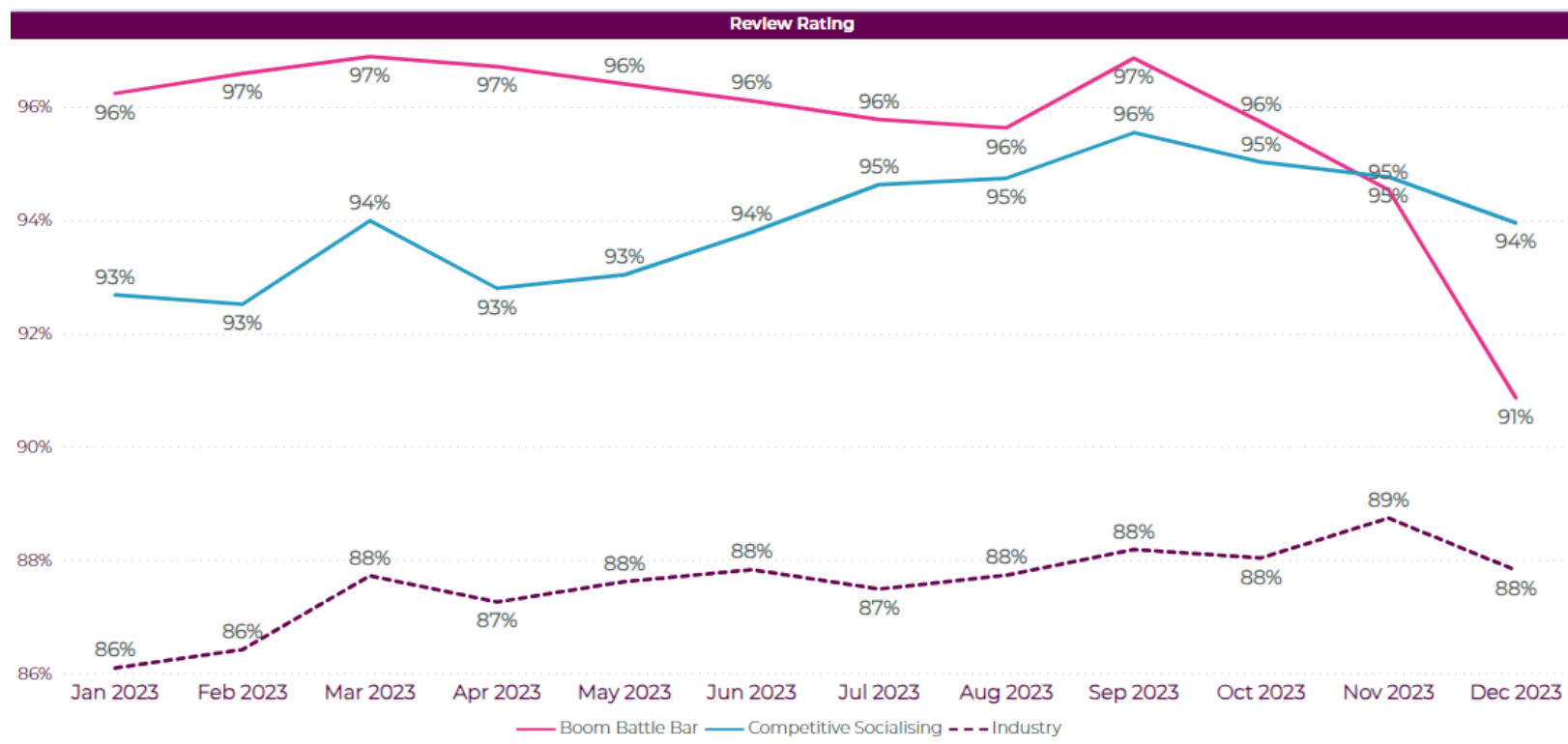
ESCAPE HUNT

- Escape Hunt has continued to delight customers consistently.
- All eligible sites¹ have been awarded TripAdvisor's 2023 Travelers' Choice, recognizing the top 10% of venues globally.
- Average 2023 Feed it Back review score 99%



¹ All sites open and receiving TripAdvisor reviews for >12mo, as at 11/09/2023

CUSTOMER FEEDBACK



- Boom's customer feedback is outperforming both the leisure sector as a whole, and the competitive socializing competitor set
- As in previous years, Boom's review ratings typically dip in December reflecting operational workload associated with strong demand and capacity limitations
- Average 2023 Boom review rating 96% compared to Competitive Socialising at 94% and the leisure sector at 88%

PROPERTY PORTFOLIO

March 2023

Existing Escape Hunt Franchise sites	
Franchise sites	
France	
	2 Bordeaux (x2)
	3 Marseille
	4 Nancy
	5 Clermont
	6 Metz
	7 Belfort
	8 Toulouse
	9 Lille
Australia	
	10 Sydney
	11 Brisbane
	12 Gold Coast
	13 Melbourne
	14 Adelaide
	15 Perth
Norway	
	16 Trondheim
	17 Bergen
Others	
	18 Groningen
	19 Maastricht
	20 Barcelona
	21 Lisbon
USA	
	22 Houston

Existing Escape Hunt sites and Advanced Pipeline	Rooms open	Date opened / acq	Legal status
Open prior to 1 Jan 2023			
1 Birmingham	6	Apr-18	Open
2 Bristol	6	Apr-18	Open
3 Leeds	5	Apr-18	Open
4 Oxford	7	Oct-18	Open
5 Manchester	7	Oct-18	Open
6 Liverpool	6	Nov-18	Open
7 Reading	6	Dec-18	Open
8 Birmingham Resorts World	4	Dec-19	Open
9 Dubai	3	Oct-20	Open
10 Basingstoke	5	Nov-20	Open
11 Cheltenham	4	Dec-20	Open
12 Paris	4	Mar-21	Open
13 Brussels	8	Mar-21	Open
14 Watford	6	May-21	Open
15 Kingston	5	May-21	Open
16 Lakeside	4	Nov-21	Open
17 Milton Keynes	6	Dec-21	Open
18 Norwich CQ	5	Aug-22	Open
19 Edinburgh	4	Jul-22	Open
20 Exeter	4	Apr-22	Open
21 Bournemouth	5	Oct-22	Open
22 London Oxford Street	6	Nov-22	Open
23 Woking	5	Jul-23	Open
	<u>121</u>		
Pipeline			
24 Glasgow	6	Q2 2024	In planning
25 Cambridge	6	Q3 2024	Strip out
	<u>Sites</u>	<u>Rooms</u>	
Open	23	121	
Advanced pipeline	2	12	

Existing Boom sites and Advanced Pipeline	O-O / FS	Date opened / planned	Legal status
Open prior to 1 Jan 2023			
1 Norwich	O-O	Jun-20	Open
2 Cardiff	O-O	Oct-20	Open
3 Liverpool	O-O	May-21	Open
4 Lakeside	O-O	Jul-21	Open
5 Eastbourne	FS	Jul-21	Open
6 Swindon	FS (op ag)	Oct-21	Open
7 Wandsworth Rams Q	FS	Nov-21	Open
8 O2 Arena	O-O	Dec-21	Open
9 Coventry	FS	Dec-21	Open
10 Watford	O-O	Feb-22	Open
11 Glasgow	O-O	Mar-22	Open
12 Exeter	O-O	Apr-22	Open
13 Ipswich	FS	Apr-22	Open
14 Bath	FS	May-22	Open
15 Aldgate East	FS	May-22	Open
16 Manchester	O-O	Jul-22	Open
17 Sheffield	FS	Jul-22	Open
18 Chelmsford	O-O	Jul-22	Open
19 Ealing	O-O	Jul-22	Open
20 Edinburgh	O-O	Sep-22	Open
21 Plymouth - Bar Code	O-O	Sep-22	Open
22 Bournemouth	FS	Oct-22	Open
23 Birmingham Five Ways	O-O	Oct-22	Open
24 Leeds	O-O	Nov-22	Open
25 Southampton	FS	Nov-22	Open
26 Oxford Street	O-O	Nov-22	Open
27 Stevenage	FS	Dec-22	Open
Opened in year			
28 Dubai	O-O	Jul-23	Open
29 Canterbury	O-O	Sep-23	Open
30 Southend	O-O	Oct-23	Open
Currently in progress			
31 Cambridge	O-O		Strip out
32 Colchester	O-O		Adv. Legals
	<u>O-O</u>	<u>FS</u>	<u>Total</u>
Open	19	11	30
Sites in Advanced Pipeline	2	0	2
Total sites open and in Pipeline	21	11	32

AT A GLANCE

OUR BRANDS

Our 75 venues offer a wide variety of entertainment experiences together with licensed bars delivered with world class hospitality in prime retail or leisure locations.

ESCAPE HUNT

45

Venues

Experience led venues home to team based gaming adventures



MARKET LEADER

Live The
Adventure



BOOM
BATTLE BAR

30

Venues

Wet led venues home to multiple entertainment experiences all under one roof



MARKET LEADER

FEEL THE BOOM



A unique bar
vibe with
social lean in
entertainment

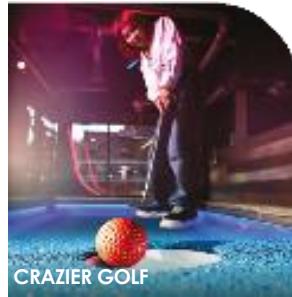
BOOM BATTLE BAR promises to energise going out. Crowds of customers regularly flock to experience the collective high and energy of **BOOM BATTLE BAR** from celebrating in-game moments and outcomes, singing, dancing or cheering teams on the big screen. From regular nights out to celebrations of all kinds, from casual after work drinks to exclusive venue hire, **BOOM BATTLE BAR** is a vibrant destination for both consumers and corporates.



AR AXES



AR DARTS



CRAZIER GOLF



SHUFFLEBOARD



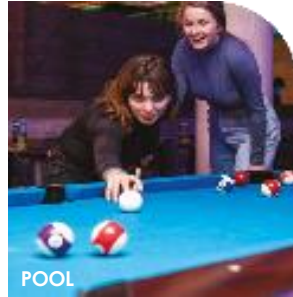
BEER/PROSECCO PONG



KARAOKE



PING PONG



POOL



96%

Review Rating*

*An aggregated score expressed as a % from social reviews (e.g. Google, Facebook and TripAdvisor)

All data Jan-Dec 2023
Feed It Back

ry plc
LIVE MONTHS TO 3

The modularity provided by our multi-experience proposition is distinctly advantageous

We can optimize the mix of games and experiences by venue size and location as well as continue to innovate and refresh the offer to remain current without the requirement for wholesale change.



DRINKS

A wide range of delicious instagrammable cocktails & drinks



FOOD

BOOM BITES offers delicious signature chicken wings, streetfood and fully loaded sharers



EXPERIENCES

Modular, multi-experience set up from AR Axe throwing to Crazier Golf & Karaoke



MUSIC

A roster of local DJs elevate the vibe, and provide a backdrop to our popular themed brunches



LIVE TV EVENTS

From World Cup fixtures to big pop culture moments like Eurovision & St Patricks day

Whatever the occasion, our amazing teams facilitate a unique, unforgettable vibe aptly summed up in our tagline **FEEL THE BOOM.**

5 Star rated,
premium
team based
adventures



As a 360 gaming business that goes beyond the bricks and mortar this gives us access to both depth and scale unique to retail and leisure



ESCAPE ROOMS

In venue immersive escape adventures or virtual reality

ESCAPE HUNT is unique in its position in UK's diverse "out of home" leisure sector. Teams of friends, families and work colleagues enjoy uniquely memorable, immersive and multi-sensory team-based gaming adventures in our well-located venues in prime retail or leisure space.

What started as a small escape room brand in 2013 has been transformed into a mainstream entertainment experience venue like no other. Loved by consumers, trusted by corporates.

ESCAPE HUNT Studios brings together our very own team of inventors and storytellers in market leading experience design that has been endorsed by world class IP Studios. We are really proud of having worked with the likes of Netflix and of being home to the official BBC Studios Doctor Who Game.

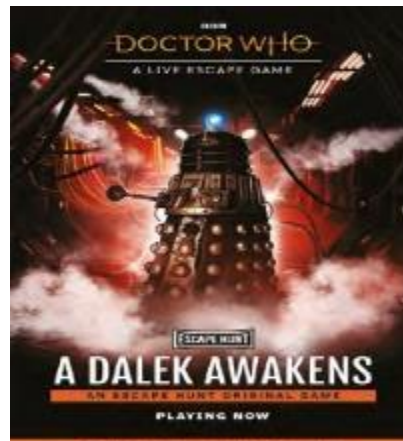
Our team members are rightly proud of the award-winning customer experiences that they deliver and this is rooted in our world class training program.



CITY HUNTS

Outdoor explorer games using the streets of the city and an action pack of gadgets

We have a solid and attractive multi-format catalogue of 27 Games. Our **ESCAPE HUNT** Rooms benefit from full modular build, are well proven operationally & highly rated by customers. Experiences are underpinned by a progressive, proprietary software platform that brings strong operational reliability and efficiency.



DIGITAL & PLAY AT HOME GAMES

Location Neutral games for Consumers & Corporates



DRINKS

Our in venue bars offer pre-game or post game celebratory drinks

ESCAPE HUNT

99%
Review Rating*

*An aggregated score expressed as a % from social reviews (e.g. Google, Facebook and TripAdvisor)

All data Jan-Dec 2023 Feed It Back

Corporate social responsibility

- Our games bring people together through shared experiences
- Offer free use of facilities for active engagement with charities or members of the community
- Inclusive workforce with rich mix of cultures, investing in training, development and wellbeing of staff
- Committed to health and safety, compliance with all applicable legal and regulatory requirements as well as own internal standards
- Local environmental initiatives to recycle and minimize waste
- Governance overseen by effective and engaged board from diverse backgrounds





Richard Harpham Chief Executive Officer

Richard joined the Company on its Admission to AIM after working since November 2016 with the xpfactory (formerly Escape Hunt) management team, getting to know the business. Richard's prior role was with Harris + Hoole, having been Chief Financial Officer and then Managing Director, responsible for its turnaround.

Before this Richard spent over four years at Pret A Manger as Global Head of Strategy. Richard has also held a number of strategic and financial positions at companies including Constellation Brands, Shire Pharmaceuticals and Fujitsu Siemens Computers.



Graham Bird Chief Financial Officer

Graham joined as CFO in January 2020. He is a chartered accountant, having qualified with Deloitte in London, and has worked in advisory, investment, commercial and financial roles.

Prior to joining xpfactory, Graham was a founding employee at Gresham House plc where, in addition to supporting the growth of Gresham House plc, he was responsible for establishing and managing the successful strategic equity business unit, focusing on quoted and non-quoted equity investments using the principles and practices of private equity.

Prior to joining Gresham House, Graham held senior executive roles at PayPoint Plc and strategy and finance roles at SVG Investment Managers and JPMorgan Cazenove.

XP Factory plc
Significant shareholders

	Number of shares	% held
Total number of shares in issue	174,557,600	100.0%
	Ordinary shares	
Shareholder	held	% held
Canaccord Genuity Wealth Management	32,946,854	18.87%
MFT Capital Ltd	23,924,420	13.71%
CRUX Asset Management	13,333,731	7.64%
Hargreaves Lansdown, stockbrokers (EO)	12,293,885	7.04%
Stephen Lucas	8,483,024	4.86%
Interactive Investor (EO)	7,122,267	4.08%
Allianz Global Investors	7,100,000	4.07%
John Edward Story	5,934,529	3.40%
JO Hambro Capital Management	5,408,591	3.10%
As at		29/12/2023

xpfactory plc

INTERIM RESULTS FOR TWELVE MONTHS TO 31 DECEMBER 2023