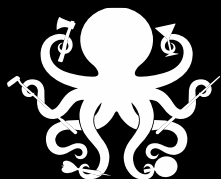


xpfactory^{plc}

INTERIM RESULTS FOR SIX MONTHS TO 30 JUNE 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 1H23



OPERATING HIGHLIGHTS

1H23

Total revenue

£18.7m

(1H22: £8.1m)

Adj EBITDA (Pre IFRS 16)

£1.0m

(1H22: £0.3m)

O+O Sites open

EH: 23 (+1 post period end)

(1H22: 19)

Boom: 13 (+2 post period)

(1H22: 4)

Cash balance

£3.7m

(FY2022: £3.2m)

LFL sales growth

EH: 20.4%

(1H22, nm)

Boom: 19.6%

Cashflow from operations

£3.4m

(1H22: £0.8m)

Franchise sites open

EH: 23

(1H22: 23)

Boom: 14

(1H22: 13)

Customer satisfaction

97%

(1H22: 98%)



KEY METRICS

ESCAPE HUNT

EH Site level performance exceeding expectations

- £6.1m owner-operated revenue – 41% increase vs 1H22
- 20.4%* LFL sales growth vs 1H22
 - 15.1% LFL at 7 most mature sites (opened in 2018), all original games continue to grow at these sites
- 40% site level EBITDA (40% 1H22)
- 40% site EBITDA ROCE on net build cost for sites opened before June-22
- 97% customer satisfaction, all eligible sites awarded TripAdvisor Travelers' Choice award
- New Woking site opened after period end, 4 incremental Escape Rooms added at select highly utilised sites
- Site level performance exceeding management expectations



KEY METRICS

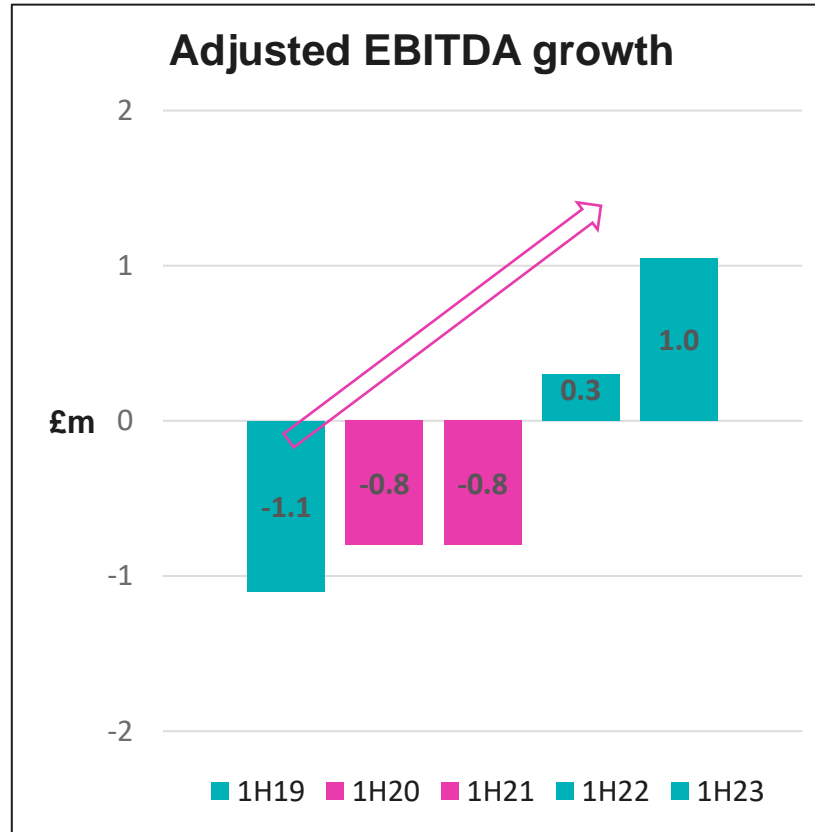
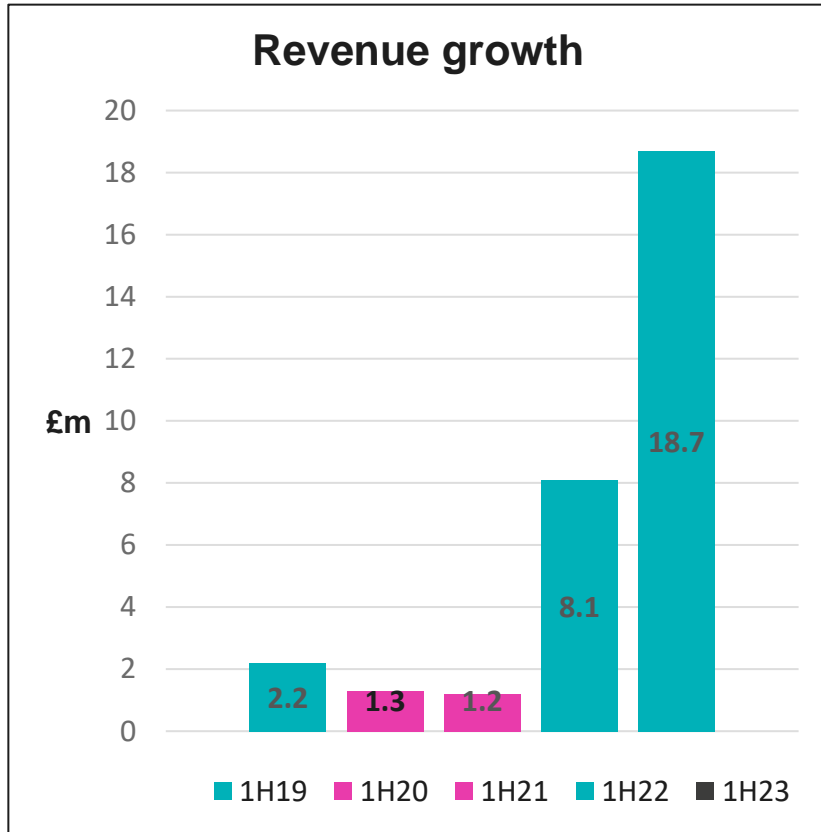


Strong site level performance after significant 2022 expansion

- £11.3m owner operated revenue (1H22: £2.2m)
- 19.6%* LFL O+O sales growth vs 1H22
- Chelmsford and Ealing franchisee acquisitions completed in H1, potential for further opportunistic acquisitions
- 11% EBITDA margin delivered across all units (1H22: -33%) – impacted by seasonality and maturity of sites
 - 19% EBITDA margin on the 5 most mature O+O sites opened before June 2022
- 97% customer satisfaction achieved vs 94% for competitive socialising peers and 87% for the industry as a whole
- Dubai, Canterbury sites opened after period end, Southend-on-Sea opening shortly
- Site level unit economics in line with expectations

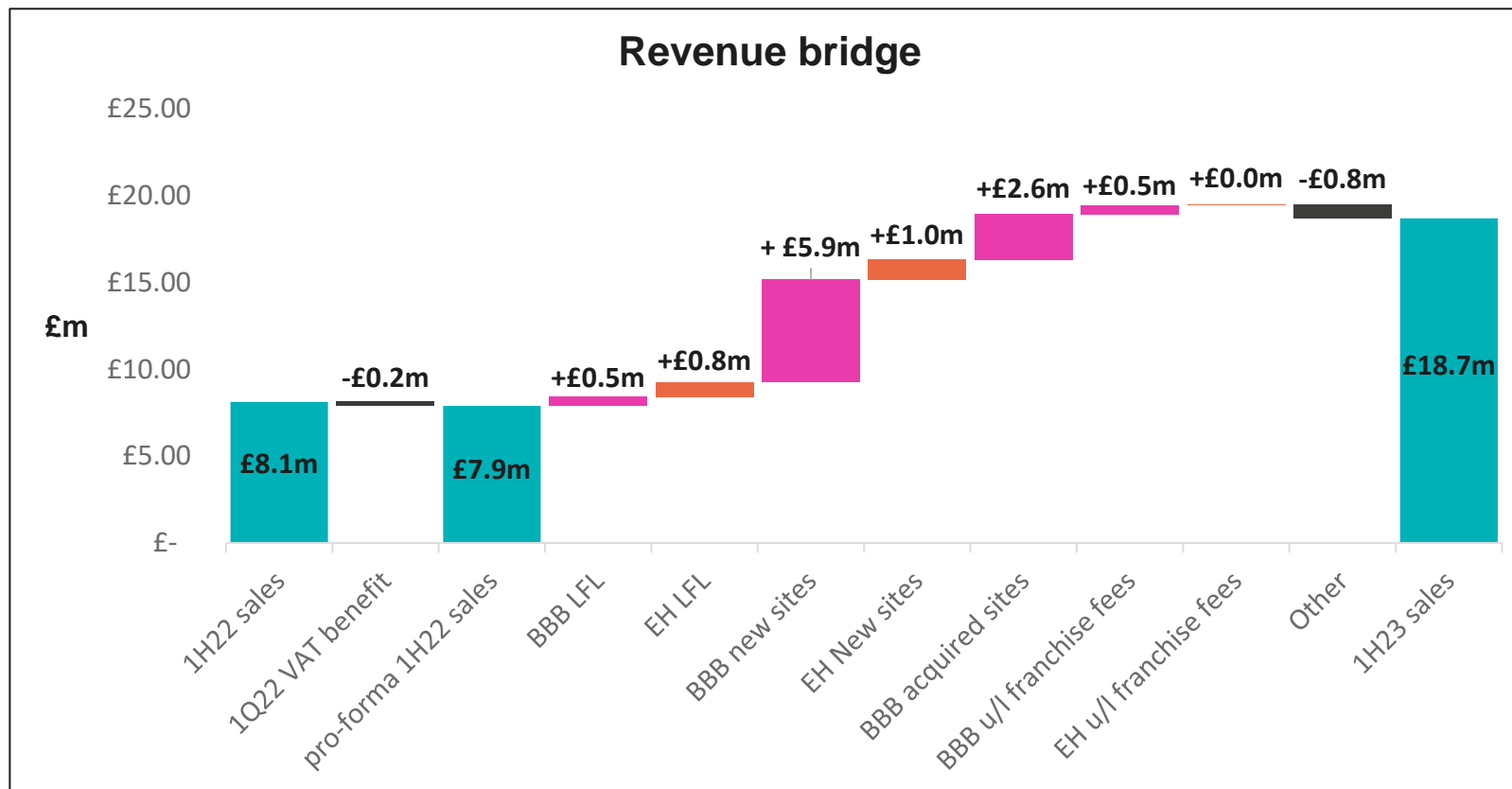


Growth reflecting site expansion and like-for-like improvement



- 130% revenue growth reflecting 2022 site expansion and LFL growth
- Improvement in EBITDA reflecting growth and maturation of sites
- £1.0m Adjusted EBITDA (pre IFRS 16), EBITDA H2 weighted due to seasonality and site maturation as expected

Growth reflecting site expansion and like-for-like improvement

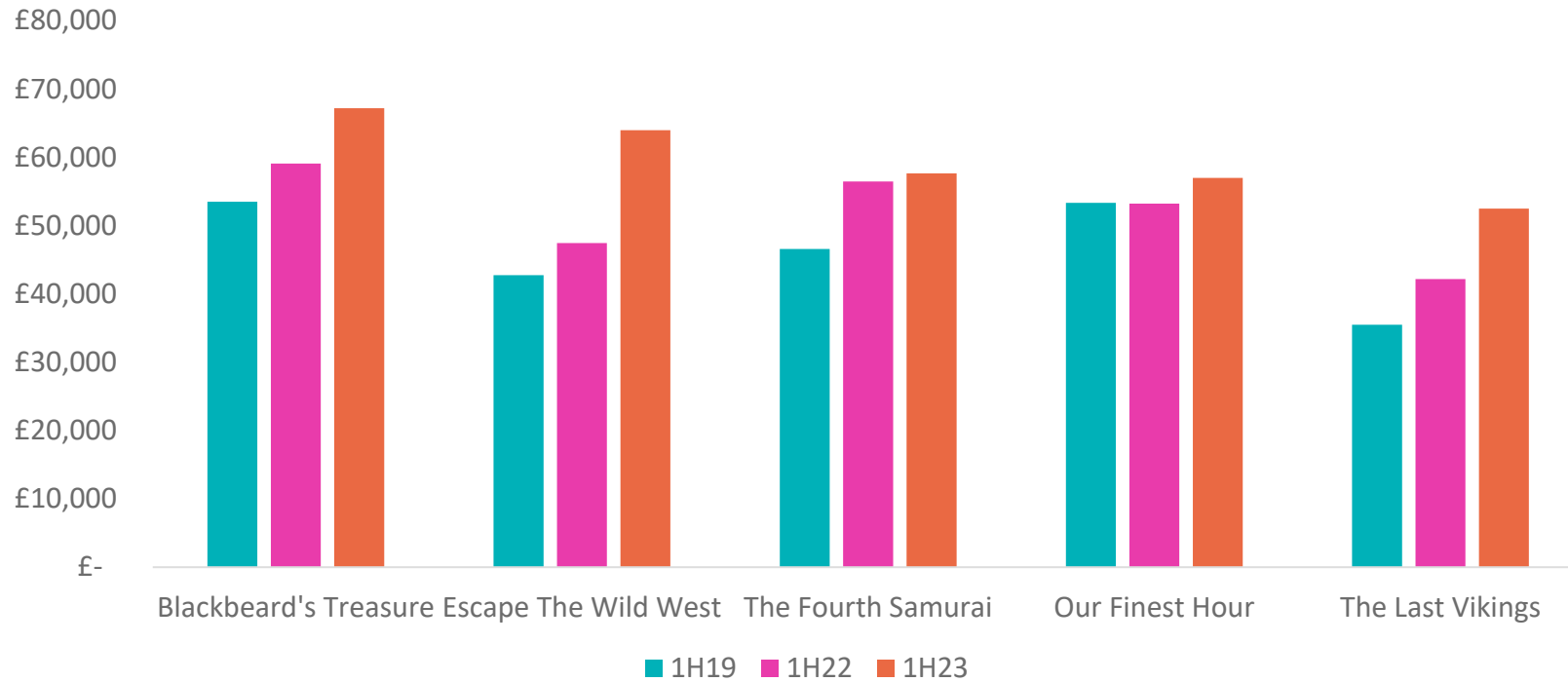


- £10.6m sales growth YoY driven by:
 - £1.3m LFL sales growth (+20%)
 - £7.1m from new sites
 - £2.6m acquired franchise sites
 - £0.5m franchise fees
 - (£1.0m) reversal of VAT benefit / other

SITE LEVEL ECONOMICS



Average gross revenue per original EH room opened in 2018

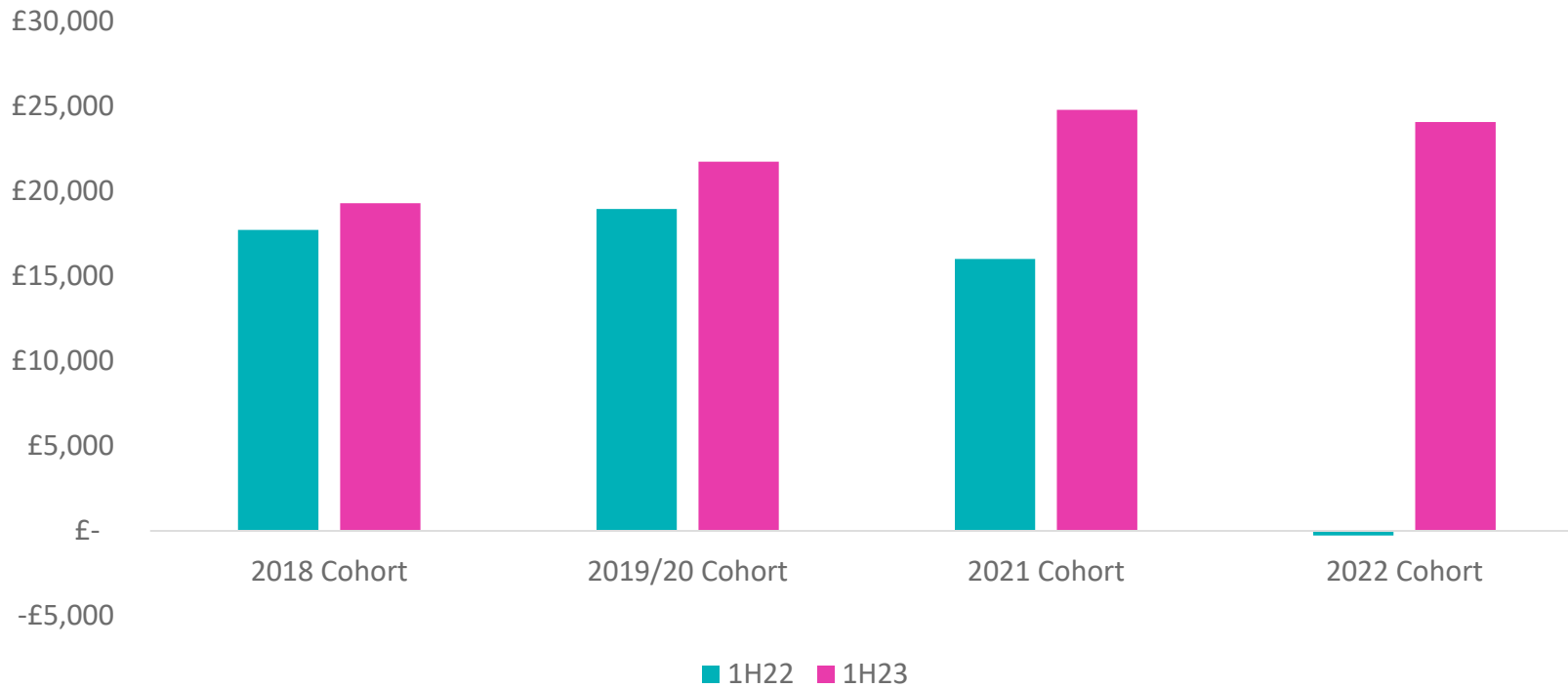


ESCAPE HUNT

- 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
- Each original game continues 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

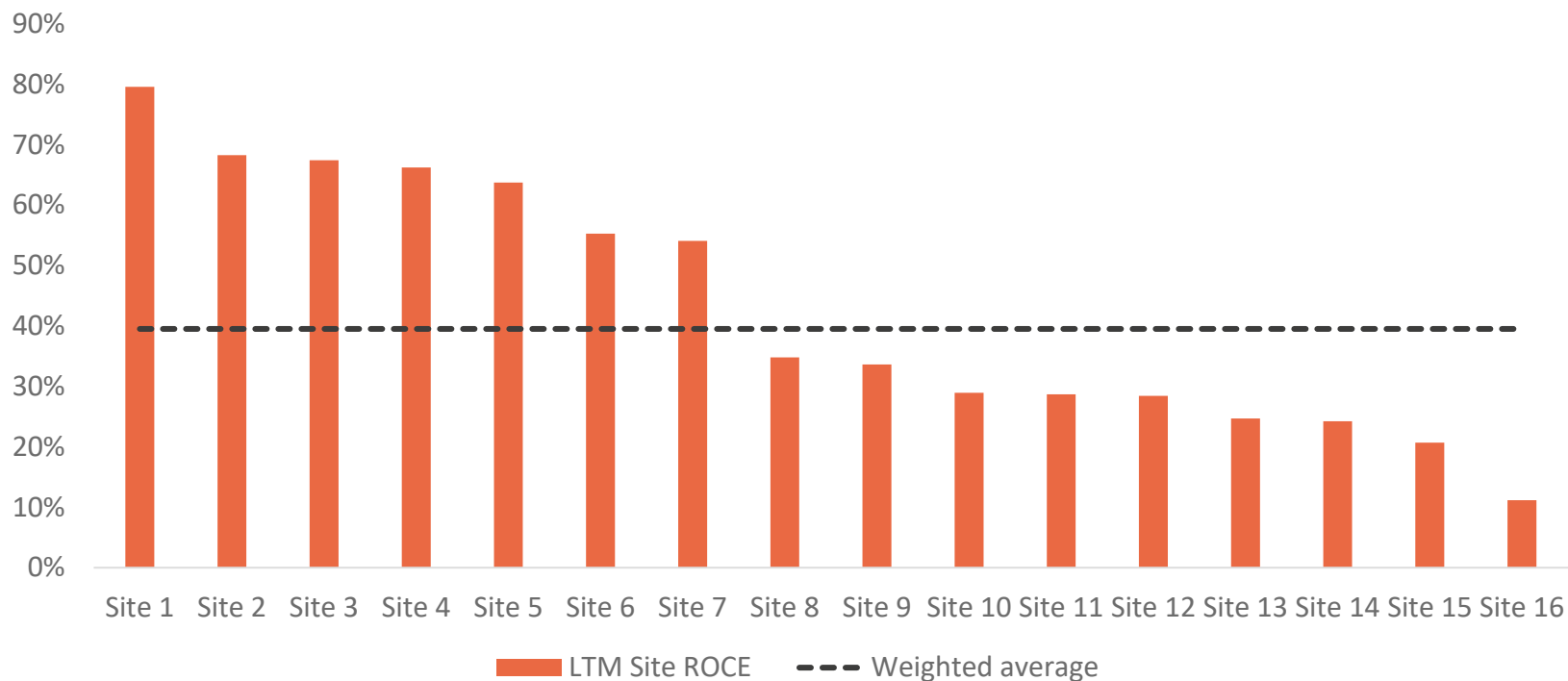
Average Site EBITDA per room by EH Cohort



ESCAPE HUNT

- EH site level unit economics have been replicable over time
- Year-on-year EBITDA growth for all cohorts
- Note, 2022 openings were ramping in 1H22 and not fully mature in 1H23 – expect underlying EBITDA improvement to continue

Last 12 month EBITDA / Net Capex¹



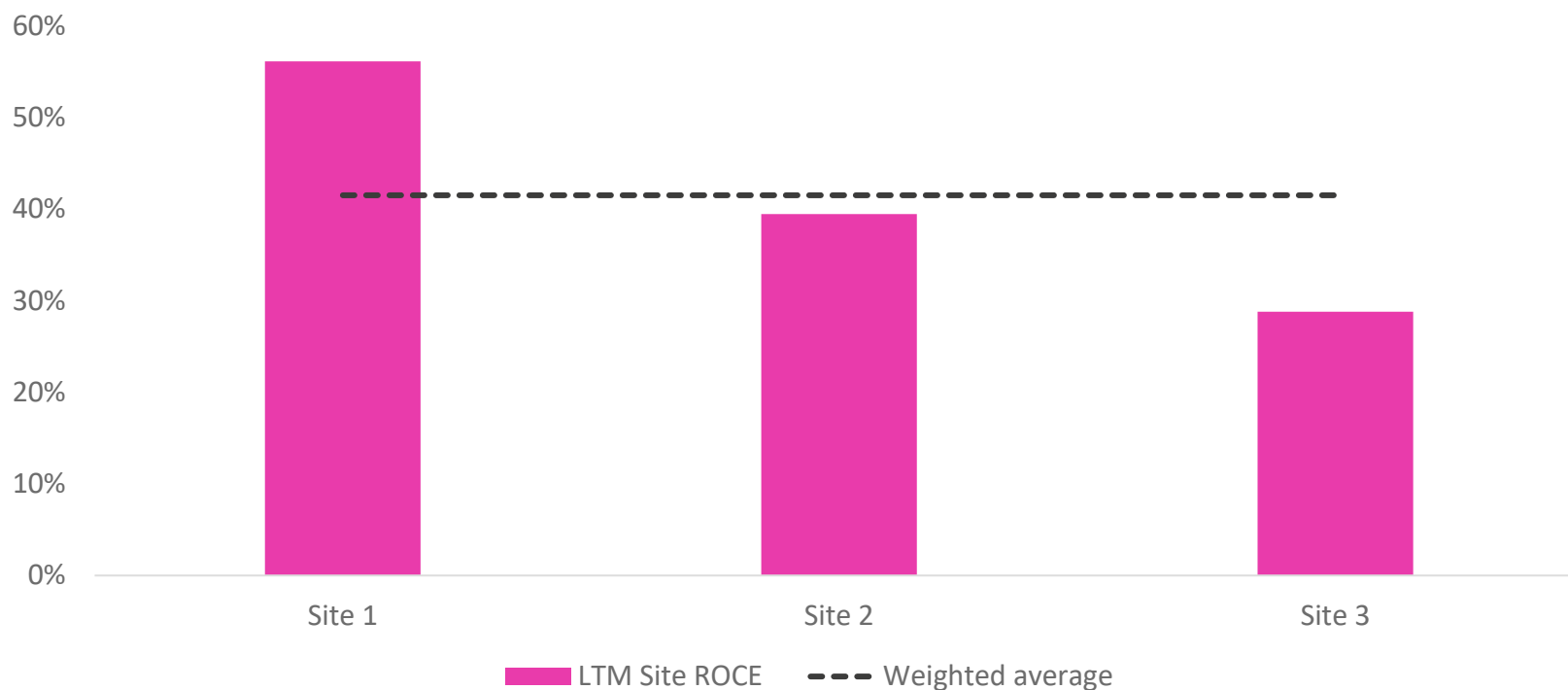
- 16 UK sites open before June 2022
- Weighted average LTM site EBITDA ROCE (Net capex) of 40%
- Site EBITDA approximates to site FCF over the site lifetime
 - Limited incremental capex after initial build, maintenance costs are expensed
 - Site FCF typically higher than EBITDA initially due to cash rent free periods (straight line expensed in P&L)
- Site level unit economics exceeding initial expectations

¹ Site EBITDA Sep 2022 – Aug 2023, total cumulative capex net of landlord contributions

ATTRACTIVE SITE ROCE



Last 12 month EBITDA / Net Capex¹



- 3 O+O sites opened before June 2022²
- Weighted average LTM site EBITDA ROCE (on net capex) of 42% at these sites
- As with EH, FCF after initial build approximates to EBITDA across the site lifetime
- Site FCF also typically higher than EBITDA in initial periods
- Site level unit economics in line with initial expectations

¹ Site EBITDA Sep 2022 – Aug 2023, total cumulative capex net of landlord contributions

² Excluding Norwich and Cardiff which were originally opened as franchise sites

SUMMARY OF FINANCIAL STATEMENTS



FINANCIAL PERFORMANCE

6 months to June 2023

Transformational growth delivered from expanded base

- Revenue up 130% to £18.7m
 - EH owner operated revenue up 41% including 20.4% like for like¹ growth
 - Boom owner operated revenue up 416%, including 19.6% like for like¹ growth
- Steady improvement in Boom owner operated gross margins (including labour) to 54% (45%)
- EH site EBITDA margins sustained at 40% - significantly ahead of internal benchmark
- Boom site EBITDA margins of 11% reflect seasonality of the Boom business and matured performance compared to prior year
- Increase in central costs reflects growth in the Boom estate, increased operational support, marketing and head office function
- Contingent consideration revaluation of £314k reflects final valuation of the contingent consideration for Boom, settled in June by the issue of 23.9m shares

£m	Jun 23	Jun 22
Pre IFRS 16 and pre R&D Adjusted EBITDA	1.05	0.28
IFRS 16 adjustments (excl pre-opening)	1.31	0.77
Adjusted EBITDA	2.36	1.04
Depreciation and amortisation	(3.33)	(2.18)
Loss on disposal of tangible assets	(0.02)	(0.16)
Branch closure costs and other exceptional costs	(0.05)	(0.16)
Branch pre-opening costs	(0.19)	(0.88)
Fair value adjustment	(0.31)	0.00
Other non cash items	(0.03)	(0.07)
Operating profit / (loss)	(1.57)	(2.39)

£m	Jun 23	Jun 22	Change
Revenue	18.69	8.12	130%
EH Owner-operated sites	6.06	4.31	41%
EH Franchise network	0.28	0.24	17%
Boom Owner-operated sites	11.26	2.18	416%
Boom Franchise network	1.09	1.38	-21%
Gross profit	11.70	5.10	130%
EH Owner-operated sites	4.24	2.96	43%
EH Franchise network	0.28	0.24	17%
Boom Owner-operated sites	6.09	0.99	514%
Boom Franchise network	1.09	0.91	20%
Pre IFRS 16 Site level EBITDA - before pre-opening	5.04	2.18	131%
EH Owner-operated sites	2.44	1.74	40%
EH Franchise network	0.28	0.24	17%
Boom Owner-operated sites	1.23	(0.73)	-269%
Boom Franchise network	1.09	0.93	17%
Central costs	(4.00)	(1.94)	106%
EH Owner-operated sites	(0.72)	(0.77)	-7%
EH Franchise network	(0.05)	0.00	nm
Boom Owner-operated sites	(0.63)	(0.02)	nm
Boom Franchise network	(0.02)	(0.01)	nm
Unallocated	(2.57)	(1.15)	125%
Other income	0.01	0.03	nm
Adjusted EBITDA before IFRS 16 and R&D credit	1.05	0.28	281%
R&D Credit (net of costs)	1.31	0.77	70%
Adjusted EBITDA	2.36	1.04	126%
Group loss before tax	(2.44)	(3.30)	25%
Period end cash balance	3.69	5.16	

CASH FLOW

6 months to June 2023

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

- £3.4m cash generated from operating activities reflects strong cash conversion
 - Positive working capital movement from reduced franchisee debtors and rent-free periods
- £2.8m invested in fixed assets
 - £1.0m in EH, of which £0.45m relates to new sites, £.25m expansion of existing sites and £0.2m maintenance capex
 - £1.8m in Boom sites, of which £0.9m relates to new sites, £0.8m expansion/completion of existing sites and £0.1m maintenance capex
- Net cash inflow of £0.1m from acquisitions which were funded by vendor loans
- £0.6m utilised to pay the second deferred consideration instalment for the Boom Cardiff acquisition
- Utilised £1.4m of additional funding, offset by £0.5m repayments
 - Fit out / related funding for Dubai, Canterbury and Southend
- £1m of IFRS 16 repayments reflects underlying rental payments
- Cash at period end of £3.7m offset by £3.7m loans / deferred consideration

£m	Jun 2023	Jun 2022
Adjusted Group EBITDA	2.4	1.1
Working capital and other movements	1.1	(0.3)
Tax	0.0	0.0
Net Cash generated / (used) in operating activities	3.4	0.8
Investing activities		
Purchase of tangible fixed assets	(2.7)	(3.3)
Purchase of intangible assets	(0.1)	(0.1)
Acquisitions, net of cash	0.1	0.0
Other movements	0.0	0.1
Net cash used in investing activities	(2.7)	(3.3)
Financing		
Net proceeds from share issue	0.0	0.0
Issue of loans / other debt movements	1.0	(0.2)
interest paid	(0.1)	0.0
IFRS 16 interest and capital repayments	(1.0)	(0.4)
Net cash from Financing activities	(0.2)	(0.5)
Net increase / (decrease) in cash	0.5	(3.1)
Cash at beginning of the year	3.2	8.2
Forex	(0.0)	0.1
Cash at end of period	3.7	5.2

FINANCIAL POSITION

30 June 2023

Balance sheet movements largely due to capital investment

- £4.0m increase in fixed assets
 - £2.8m of capex
 - £1.1m fixed assets additions from acquisition of Chelmsford and Ealing
 - £1.5m increase in right of use assets from Dubai, Canterbury, Southend and acquisitions of Chelmsford and Ealing
 - Offset by depreciation
- Significant reduction in franchisee receivables offsets 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 consideration
- 'Other' liabilities include £2.8m of rent-free accruals, £0.5m of rates, service charge and utilities; VAT and other taxes £1.0m; £0.4m in discretionary pay accruals; and the balance in sundry creditors and accruals
- Loans comprise:

£k	Due within 12		Total
	mths	> 12 mths	
Vendor Loans	1,000	650	1,650
Fit out finance	492	878	1,370
Bank and other borrowings	107	548	655
	1,599	2,076	3,675

- £1.2m of vendor loans relate to the acquisition of Chelmsford and Ealing. These are expected to be repaid from cash generated by Chelmsford and Ealing; £0.4m is related to the original acquisition of Boom and is repayable in November 2023.

£m	Jun 2023	Dec 2022
Non Current Assets		
Property Plant and equipment	14.6	12.8
Right of use assets	19.3	17.8
Intangible assets	23.4	22.7
Finance lease receivable and other	1.4	1.3
	58.6	54.6
Current Assets		
Stock and WIP	0.3	0.3
Trade receivables	1.0	1.9
Other receivables and prepayments	2.7	1.8
Cash and bank balances	3.7	3.2
	7.7	7.3
Total Assets	66.3	61.9
Current Liabilities		
Trade payables	(2.8)	(1.8)
Contract liabilities	(1.9)	(1.0)
Loans	(1.6)	(1.1)
Provisions	(0.4)	(5.0)
Lease liabilities	(3.4)	(1.1)
Other	(5.4)	(5.3)
	(15.5)	(15.2)
Non-current liabilities		
Deferred income	(0.0)	(0.5)
Provisions	(0.5)	(0.4)
Loans	(2.1)	(0.4)
Deferred tax liability	(0.8)	(0.8)
Lease liabilities	(23.8)	(23.0)
	(27.2)	(25.1)
Total Liabilities	(42.6)	(40.3)
Net assets	23.6	21.6

POST PERIOD HIGHLIGHTS



Strong summer trading

- The business continues to be highly resilient to consumer headwinds in Q3
- LFL sales growth within Boom owner operated estate of +25% in the 9 weeks to 3rd September 2023
- Dubai Boom opened in July, ahead of expectations for August; Canterbury opened on September 29th and Southend due in mid-October
- Escape Hunt owner operated LFL +23% in 9 weeks to 3rd September
- Woking Escape Hunt opened in July
- Strong corporate sales momentum and record bookings into peak Q4 season and ongoing operational improvements underpin confidence for full year in line with market expectations



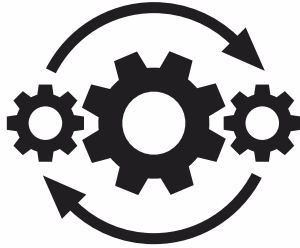
Encouraging site level performance after 2022 site expansion

- Transformational year of expansion in 2022 reflected in 1H23 revenue growth
- Strong LFL performance across both brands has accelerated into Q3, encouraging bookings into peak Q4 season
- Strong margins at Escape Hunt and mature Boom sites
- Relentless focus on customer experience, implementing 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
- 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

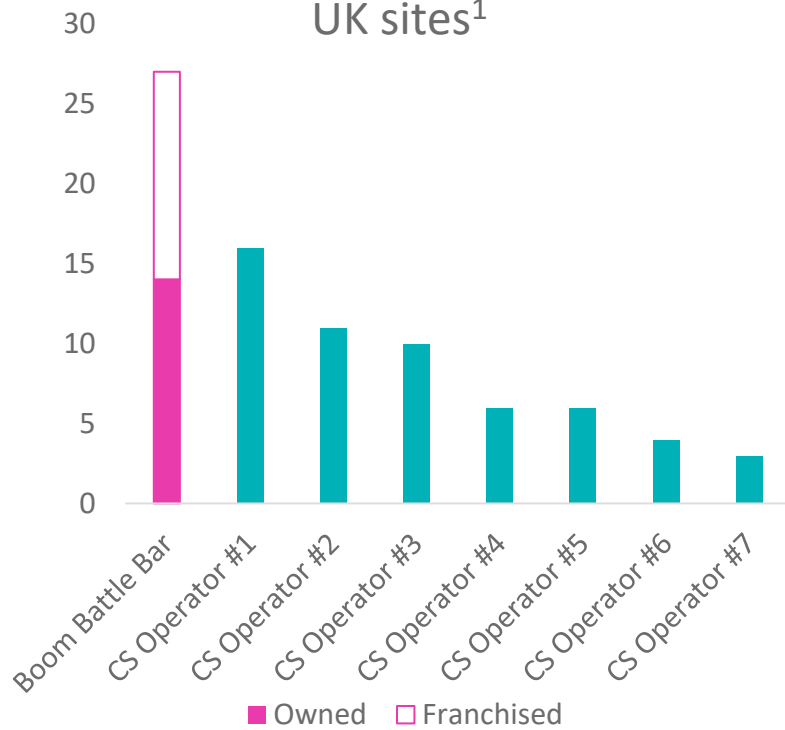
- Find and grow with the best franchise partners
- Opportunistic acquisitions within the existing estate

- 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:
 - Upgrading games offering at existing sites
 - Widening food choice
 - Harnessing data insights
 - Use of technology to enhance consumer experience

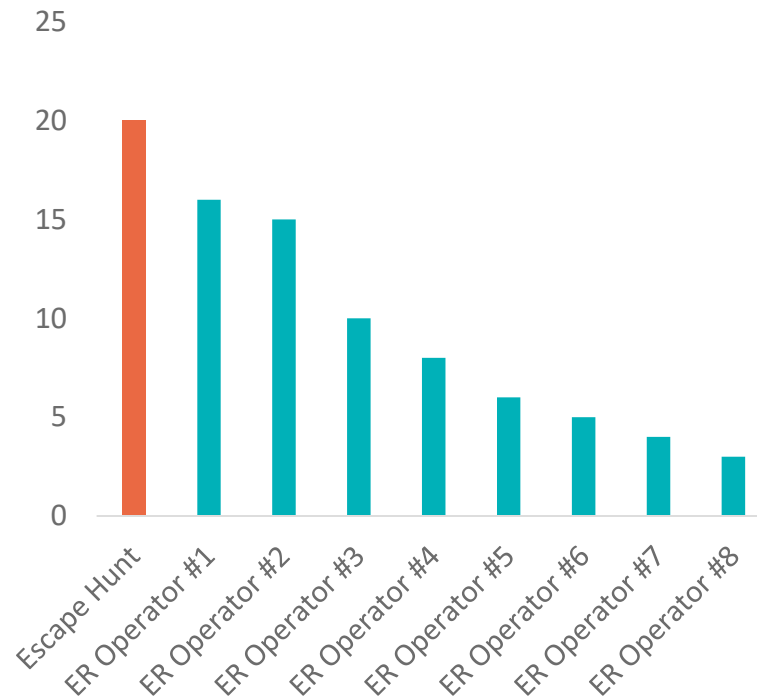
Key strengths

- 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

Competitive Socialising # of UK sites¹



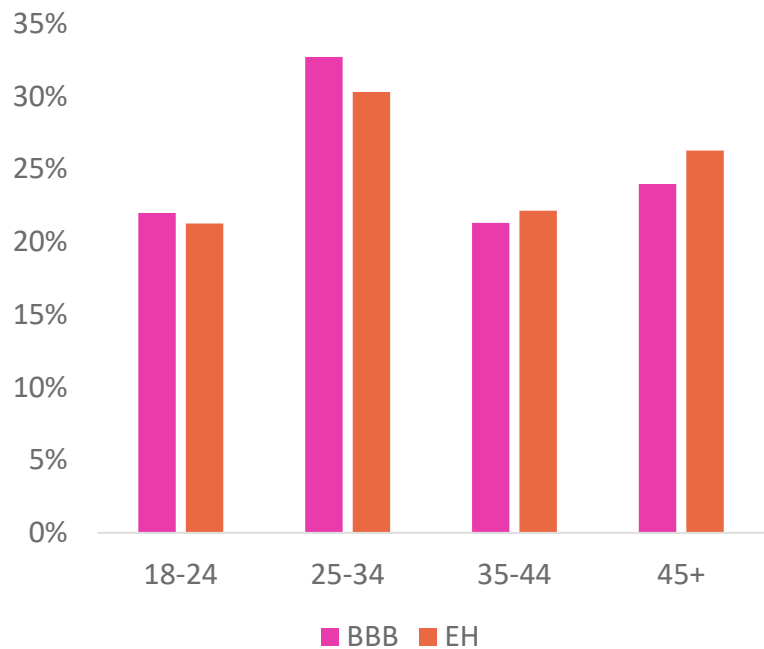
Escape Room # of UK sites¹



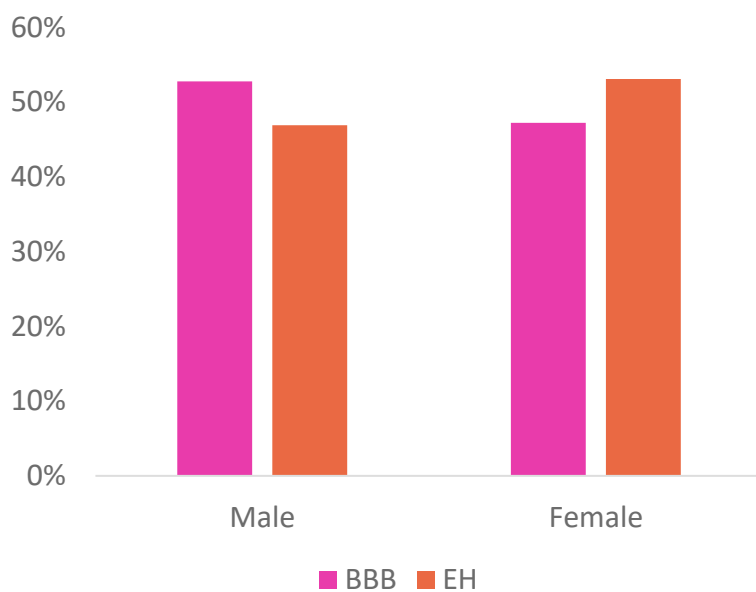
- EH and BBB are the UK market leading Escape Room and Competitive Socialising brands
- Scale advantages
- Repeatable, modular sites and products that can be replicated nationwide
- Growing brand awareness and reputation

¹Number of UK sites as at 01/07/2023

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

¹ By lead booking customer

CUSTOMER FEEDBACK

ESCAPE HUNT

Escape Hunt Birmingham

★★★★★ 2,623 reviews • #3 of 131 Fun & Games in Birmingham • Escape Games



Escape Hunt Bristol

★★★★★ 1,758 reviews • #3 of 106 Fun & Games in Bristol • Escape Games



Escape Hunt Leeds

★★★★★ 2,756 reviews • #1 of 112 Fun & Games in Leeds • Escape Games



Escape Hunt Oxford

★★★★★ 1,559 reviews • #3 of 44 Fun & Games in Oxford • Escape Games



Escape Hunt Manchester

★★★★★ 1,978 reviews • #7 of 121 Fun & Games in Manchester • Escape Games



Escape Hunt Liverpool

★★★★★ 1,451 reviews • #5 of 123 Fun & Games in Liverpool • Escape Games



Escape Hunt Resorts World

★★★★★ 1,266 reviews • #5 of 132 Fun & Games in Birmingham • Escape Games



Escape Hunt Reading

★★★★★ 1,011 reviews • #7 of 37 Fun & Games in Reading • Escape Games



Escape Hunt Norwich

★★★★★ 1,409 reviews • #2 of 72 Fun & Games in Norwich • Escape Games



Escape Hunt Basingstoke

★★★★★ 809 reviews • #2 of 17 Fun & Games in Basingstoke • Escape Games



Escape Hunt Cheltenham

★★★★★ 429 reviews • #5 of 25 Fun & Games in Cheltenham • Escape Games



Escape Hunt Watford

★★★★★ 370 reviews • #1 of 25 Fun & Games in Watford • Escape Games



Escape Hunt Kingston

★★★★★ 317 reviews • #2 of 14 Fun & Games in Kingston upon Thames • Escape Games



Escape Hunt Lakeside

★★★★★ 210 reviews • #2 of 5 Fun & Games in Grays Thurrock • Escape Games



Escape Hunt Milton Keynes

★★★★★ 339 reviews • #11 of 65 Fun & Games in Milton Keynes • Escape Games



Escape Hunt Edinburgh

★★★★★ 1,019 reviews • #7 of 126 Fun & Games in Edinburgh • Escape Games



Escape Hunt Exeter

★★★★★ 624 reviews • #2 of 31 Fun & Games in Exeter • Escape Games



Escape Hunt Bournemouth

★★★★★ 84 reviews • #4 of 54 Fun & Games in Bournemouth • Escape Games

New

Escape Hunt London Oxford Street

★★★★★ 119 reviews • #32 of 819 Fun & Games in London • Escape Games

New

Escape Hunt Woking

★★★★★ 72 reviews • #3 of 12 Fun & Games in Woking • Escape Games

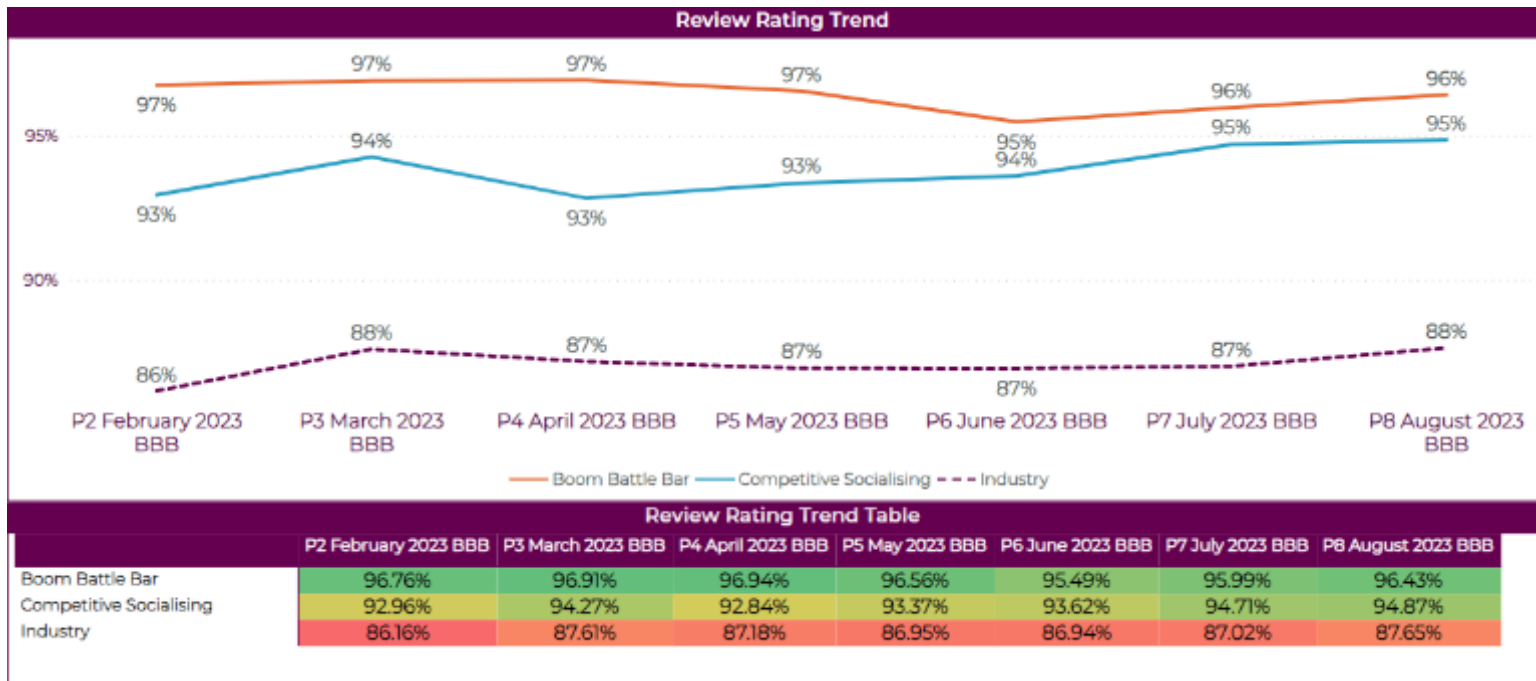
New

ESCAPE HUNT

- Escape Hunt has continued to delight customers consistently.
- All eligible sites¹ have been awarded TripAdvisor's Travelers' Choice, recognizing the top 10% of venues globally.



CUSTOMER FEEDBACK



- Boom's customer feedback is outperforming both the leisure sector as a whole, and the competitive socializing competitor set

PROPERTY PIPELINE

30 JUNE 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
23	Miami

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
Edinburgh		Oct-18	Re-located
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 Norwich CP	4	Sep-20	Open
10 Dubai	3	Oct-20	Open
11 Basingstoke	5	Nov-20	Open
12 Cheltenham	4	Dec-20	Open
13 Paris	4	Mar-21	Open
14 Brussels	8	Mar-21	Open
15 Watford	6	May-21	Open
16 Kingston	5	May-21	Open
17 Lakeside	4	Nov-21	Open
18 Milton Keynes	6	Dec-21	Open
19 Norwich CQ	5	Aug-22	Open
20 Edinburgh	4	Jul-22	Open
21 Exeter	4	Apr-22	Open
22 Bournemouth	5	Oct-22	Open
23 London Oxford Street	6	Nov-22	Open
24 Woking	5	Jul-23	Open
	<u>125</u>		
Pipeline			
25 Glasgow	6	Mar-24	Adv Legals
26 Cambridge	6	Apr-24	Adv Legals
	<u>Sites</u>	<u>Rooms</u>	
Open	24	125	
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	FS	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	FS	Feb-22	Open
11 Glasgow	FS	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
Currently in progress			
30 Southend	O-O	Oct-23	In build
31 Cambridge	O-O		Adv. Legals
32 Colchester	O-O		Adv. Legals
	<u>O-O</u>	<u>FS</u>	<u>Total</u>
Open	15	14	29
Sites in Advanced Pipeline	3	0	3
Total sites open and in Pipeline	18	14	32

AT A GLANCE

OUR BRANDS

Our 76 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

47

Venues

Experience led venues home to team based gaming adventures



MARKET LEADER

Live The
Adventure



BOOM
BATTLE BAR

29

Venues

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



MARKET LEADER

FEEL THE BOOM



OUR BRANDS

ESCAPE HUNT



We create & curate world class lean in entertainment experiences fused with world class hospitality.

At **XP Factory**, our purpose is to bring people together through shared experiences. We strongly believe that life gets a whole lot more exciting the more you throw yourself in, so we're on a mission to bring to market new kinds of lean in social experiences that we can combine with excellence in hospitality. **XP Factory** is the home to two market

Battle Bar.



ESCAPE HUNT

27

unique gaming adventures

24

owner operated venues

5

new venues opened 2022



BOOM BATTLE BAR

8

experiences

29

venues

18

new venues opened 2022



BRAND FOCUS

ESCAPE HUNT

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



CITY HUNTS

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



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

97

Guest Opinion Score*

97%

Review Rating**

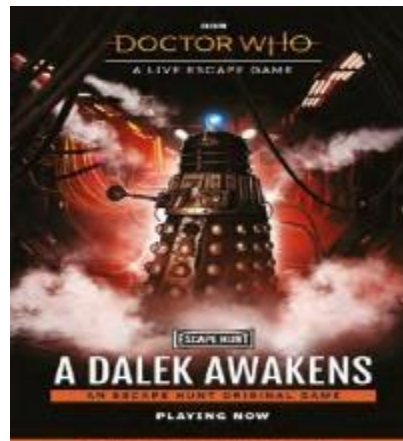
ESCAPE HUNT is unique in its position in UK's diverse "out of home" leisure sector. Teams of friends, families and work colleagues enjoy uniquely memorable, immersive and multi-sensory team-based gaming adventures in our well-located venues in prime retail or leisure space.

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.

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.

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.



*A holistic measure combining NPS, social reviews (e.g. Google, Facebook and TripAdvisor), complaints and praise.

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

All data Jan-Jun 2023 Feed It Back

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.



97
Guest Opinion Score*

97%
Review Rating**

*A holistic measure combining NPS, social reviews (e.g. Google, Facebook and TripAdvisor), complaints and praise.

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

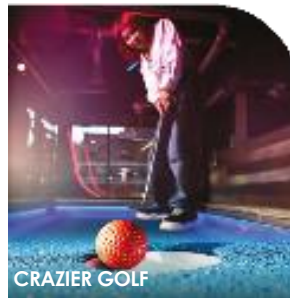
All data Jan-Jun 2023 Feed It Back



AR AXES



AR DARTS



CRAZIER GOLF



SHUFFLEBOARD



BEER/PROSECCO PONG



KARAOKE



PING PONG



POOL

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.**

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 and developing 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	15,633,731	8.96%
Hargreaves Lansdown, stockbrokers (EO)	12,621,375	7.23%
JO Hambro Capital Management	9,100,000	5.21%
Interactive Investor (EO)	7,681,457	4.40%
Stephen Lucas	7,233,024	4.14%
Allianz Global Investors	7,100,000	4.07%
John Edward Story	6,525,003	3.74%
Sankofa Investment Management	4,543,194	2.60%
As at		30/06/2023

xpfactory plc

INTERIM RESULTS FOR SIX MONTHS TO 30 JUNE 2023