

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
 - 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

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Leeds

Bournemouth

Edinburgh

Manchester

Oxford

Liverpool

Reading

UNITED STATES

Houston

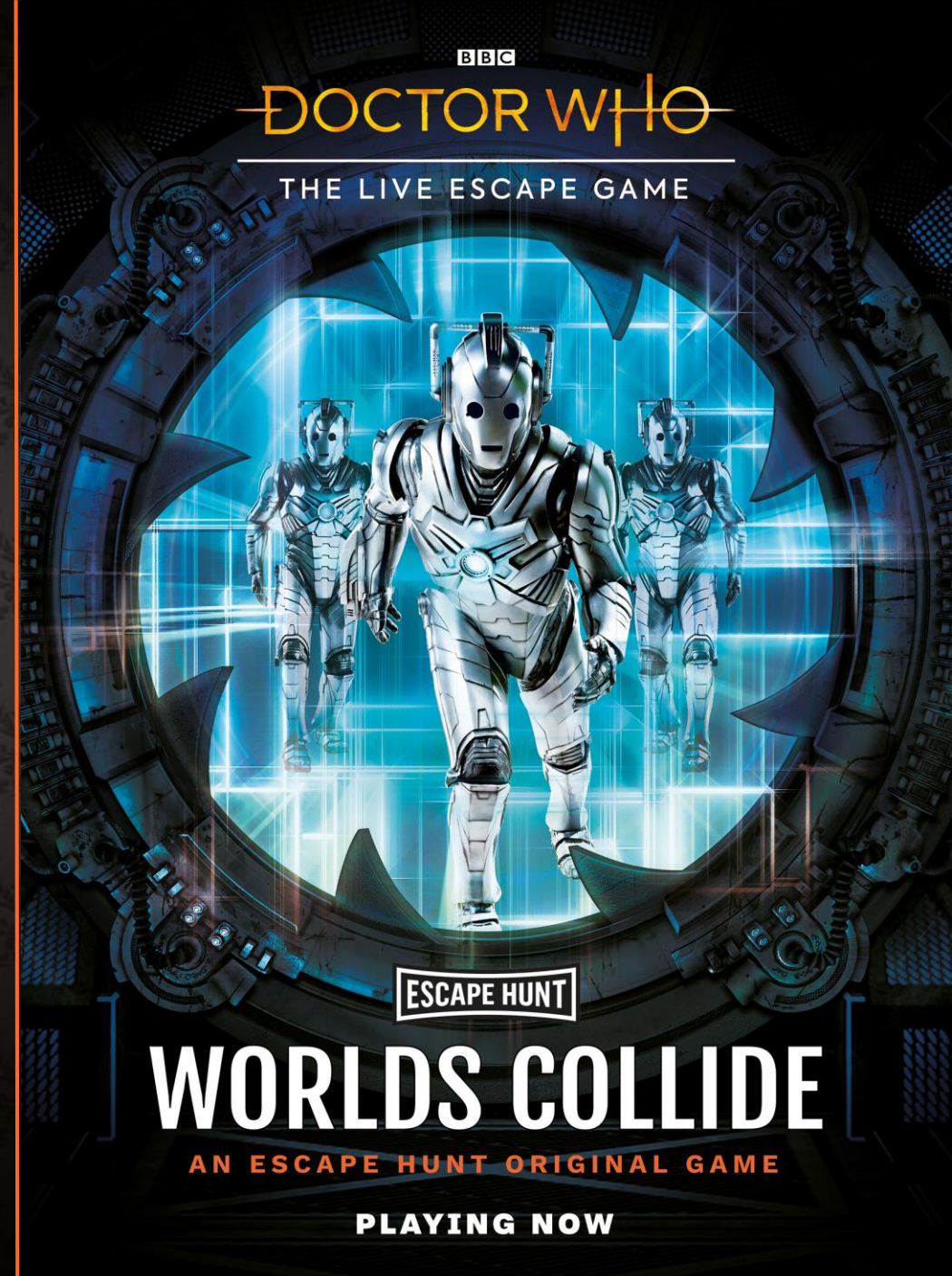
Miami

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

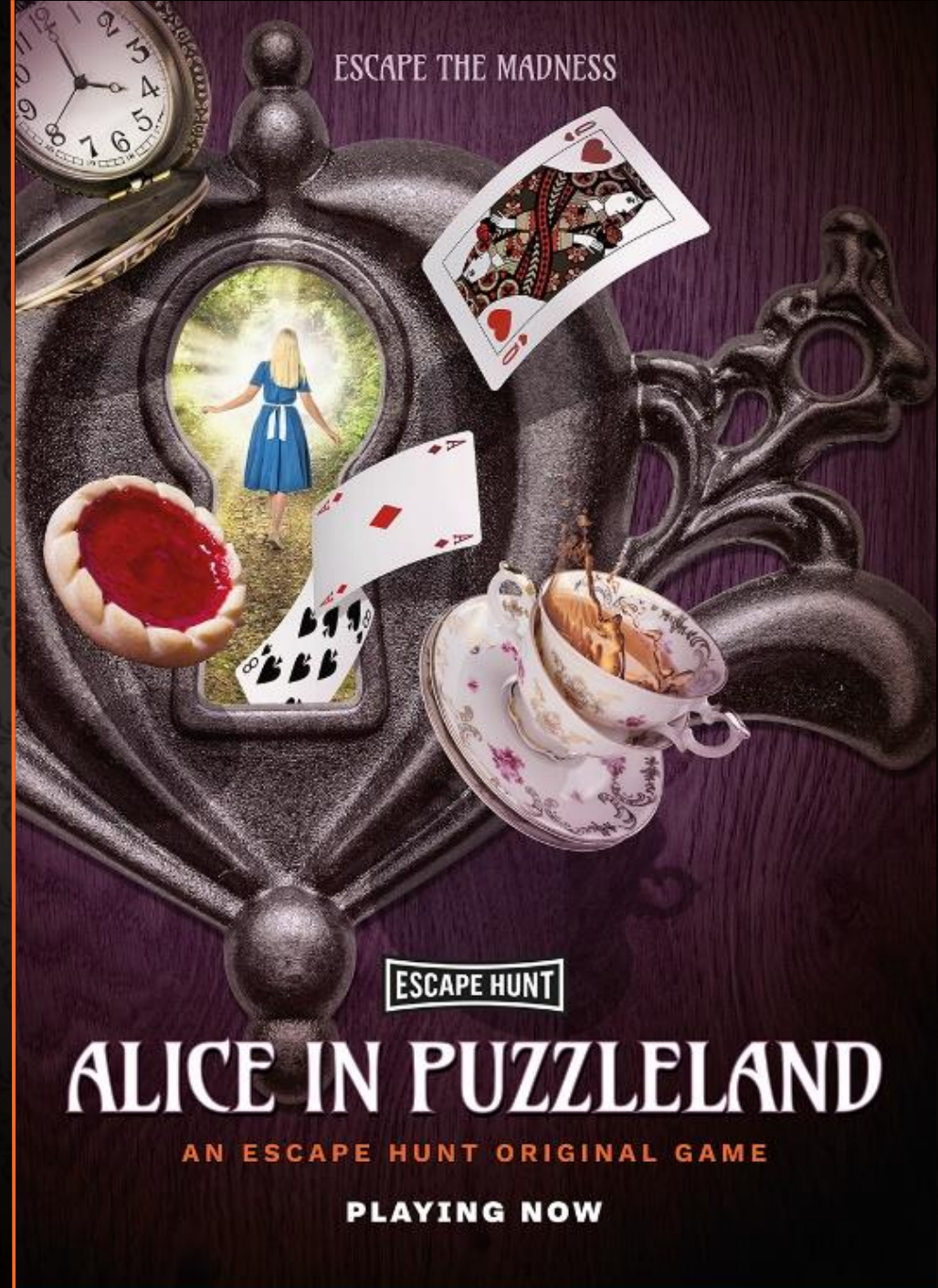
SCALE

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

