

10 February 2025

**XP Factory Plc**

("XP Factory", the "Company" or the "Group")

**Notice of Capital Markets Day Event**

XP Factory, one of the UK's pre-eminent experiential leisure businesses operating the Escape Hunt® and Boom Battle Bar® brands, will host a Capital Markets Day Event ("CMD") at 2:30pm on Wednesday 5 March in London.

This event is open to institutional and private investors, analysts, and financial journalists, offering a unique opportunity to gain deeper insights into XP Factory's business strategy, market position, and future growth plans.

The CMD will take place at London Edition Marriot, 10 Berners St, London W1T 3NP, followed by a site tour and drinks reception at Boom Battle Bar, 70-88 Oxford Street, London, W1D 1BS from 5pm. It will be hosted by Richard Harpham, Group CEO, and Graham Bird, Group CFO, alongside other key members of the XPF leadership team.

During the presentation, members of XP Factory's management team will detail the strategic opportunity for the Group including:

- Industry trends and XP Factory's positioning
- Brand experience evolution for Boom and Escape Hunt
- Site selection and roll-out strategy
- Use of data and site learnings in driving the strategic plan
- Medium term financial targets including the plan to deliver >£90m revenue and £13m EBITDA in FY28

Those who are interested in attending this event should register their interest with Florence Chandler via [xpfactory@investor-focus.co.uk](mailto:xpfactory@investor-focus.co.uk) or on 020 3934 6630.

Following the event, slides and a recording will be made available for viewing on the Investors section of the Group website.

**Enquiries:**

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Graham Herring

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Notes to Editors:

**About XP Factory plc**

The XP Factory Group is one of the UK's pre-eminent experiential leisure businesses which currently operates two fast growing leisure brands. Escape Hunt is a global leader in providing escape-the-room experiences delivered through a network of owner-operated sites in the UK an international network of franchised outlets in five continents and

network of owner-operated sites in the UK, an international network of franchised outlets in the continents, and through digitally delivered games which can be played remotely.

Boom Battle Bar is a fast-growing network of owner-operated and franchise sites in the UK that combine competitive socialising activities with themed cocktails, drinks and street food in a high energy, fun setting. Activities include a range of games such as augmented reality darts, Bavarian axe throwing, 'crazier golf', shuffleboard and others. The Group's products enjoy premium customer ratings and cater for leisure or teambuilding, in small groups or large, and are suitable for consumers, businesses and other organisations. The Company has a strategy to expand the network in the UK and internationally, creating high quality games and experiences delivered through multiple formats and which can incorporate branded IP content. (<https://xpfactory.com/>)

Facebook:	EscapeHuntUK	BoomBattleBar
Twitter:	@EscapeHuntUK	@boombattlebar
Instagram:	@escapehuntuk	@boombattlebar

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