

7 December 2021

ESCAPE HUNT PLC (To be renamed XP Factory Plc)

("Escape Hunt", the "Company" or the "Group")

Change of Name to XP Factory Plc

Further to its announcement on 3 November 2021, the Company confirms that the change of name has been registered at Companies House and as such, the name of the Company has now been changed from Escape Hunt Plc to XP Factory Plc.

The change of name will take effect on AIM from 8.00 a.m. today, 7 December 2021, and the TIDM (or "ticker") for the Company's ordinary shares will change to **"XPF"**.

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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 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
Twitter: @EscapeHuntUK
Instagram: @escapehuntuk

BoomBattleBar
@boombattlebar
@boombattlebar