xpfactory plc

RESULTS FOR FIFTEEN MONTHS TO 31 MARCH 2024

BOOM BATTLE BAR

ESCAPE HUNT

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AGENDA

FY24 RESULTS

Richard Harpham
Chief Executive Officer

- Overview of FY24
- Site level economics
- Growth initiatives
- Post period highlights
- Summary and outlook

Graham Bird
Chief Financial Officer

- Financial performance
- Cashflow
- Financial position

OVERVIEW OF FY24

OPERATING HIGHLIGHTS FY24 (15 MONTHS)

Total revenue
£57.3m
(12 months 2022: £22.8m)

LFL sales growth[1]
EH: +16.9%
(2022, +24%)
Boom: +22.4%
(2022, N/a)

Adj EBITDA (Pre IFRS 16)
£6.3m
(2022: £2.6m)

Cashflow from operations
£11.1m
(2022: £3.3m)

Underlying Op profit[2]
£1.9m
(2022: loss £4.9m)

Customer satisfaction
98%
(2022: 97%)

O+O Sites open
EH: 23
(2022: 23)
Boom: 19
(2022: 11)

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, -£0.3m loss in FY24 and £0.5m gain on closure of subsidiaries

KEY METRICS

ESCAPE HUNT

EH Site level performance exceeding expectations

- £16.7m owner-operated revenue (12 months 2022: £9.8m)
- +17%[1] LFL sales growth vs 2022
    - +18% LFL at the 7 most mature sites (opened in 2018), original games continue to grow at these sites
- 42% site level EBITDA (42% 2022)
- 48% site EBITDA ROCE on net capex
- 99% average review score[2] (98% 2022)
- New Woking site opened; new sites in Worcester, Cambridge and Glasgow in build
- Merged the 2 Norwich sites in January
- Site level performance exceeding management expectations

[1] Adjusted for VAT benefit in 2022
[2] Aggregated score expressed as a % from social reviews (e.g. Google, Facebook and TripAdvisor) All data Jan –Dec 2023. Feed It Back

KEY METRICS

BOOM BATTLE BAR

Strong site level performance as sites mature after significant 2022 expansion

- £37.5m owner operated revenue (12 months 2022: £9.5m)
- +22% LFL O+O sales growth vs 2022[1]
- 3 new O&O sites opened (Canterbury, Dubai, Southend-on-Sea)
- Completed 5 franchisee acquisitions in 2023 (Chelmsford, Ealing, Glasgow, Liverpool, Watford),
    - 3 additional acquisitions post period end (Aldgate East, Bournemouth, Wandsworth)
- 17% EBITDA margin delivered across all units (2022: 13%)
- 96% average review score[2] (2022: 96%) vs 94% for competitive socialising peers and 88% for the industry as a whole
- Adding capacity where pent-up demand, select site level refurb investments
- Site level unit economics in line with expectations, expect further improvement with site initiatives and as estate matures

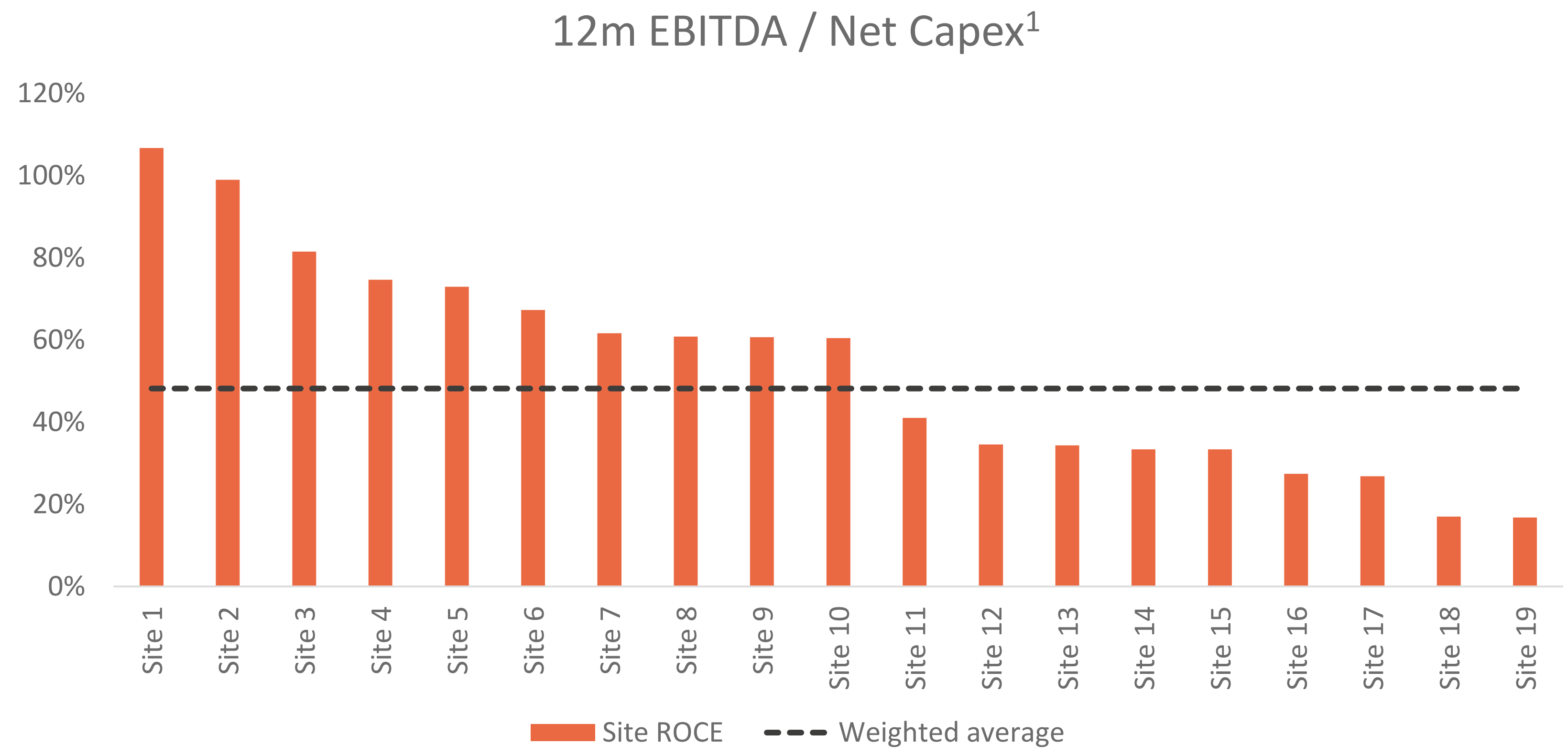
[1] Adjusted for VAT benefit in 2022

[2] Aggregated score expressed as a % from social reviews (e.g. Google, Facebook and TripAdvisor) All data Jan –Dec 2023. Feed It Back

SITE LEVEL ECONOMICS

ATTRACTIVE SITE ROCE

ESCAPE HUNT

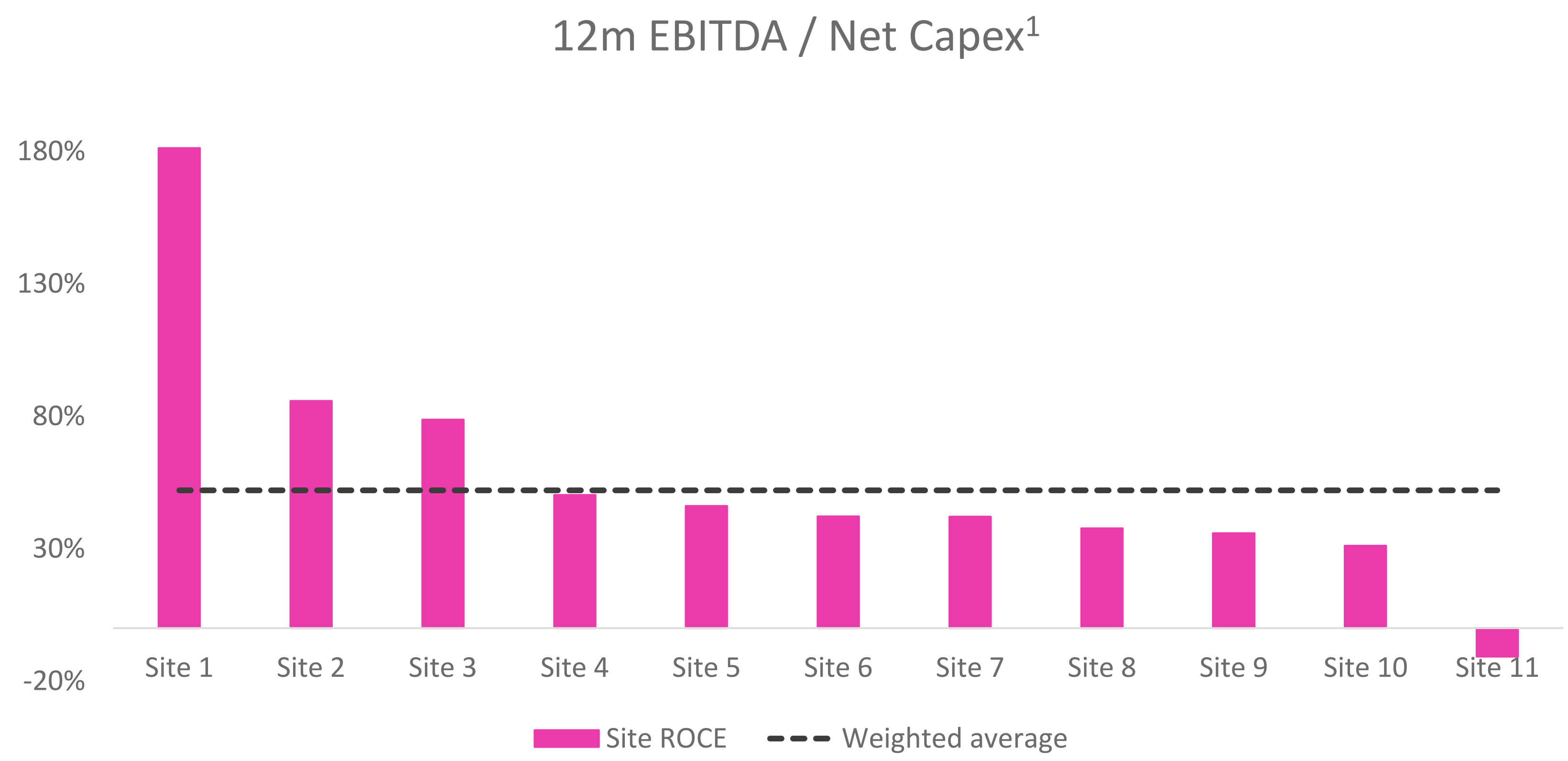


ESCAPE HUNT

- 19 UK sites open throughout the period
- Weighted average LTM site EBITDA ROCE of 48% (2022: 35%)
- Continuous improvement driven by:
  - Underlying EBITDA improvement
  - Limited incremental capex (maintenance costs are expensed)
- Site level unit economics exceeding initial expectations

[1] Site EBITDA Apr 2023 – Mar 2024, total cumulative capex net of landlord contributions

ATTRACTIVE SITE ROCE



- 11 O+O sites opened throughout the 12 months to 31/03/2024
- Weighted average LTM site EBITDA ROCE (on net capex) of 52% at these sites (2022: nm)
- Refurbs commenced towards end of period; increased capital employed without the full in year EBITDA benefits
- Attractive site level unit economics
- Expect unit economics to continue to improve with learnings as estate matures

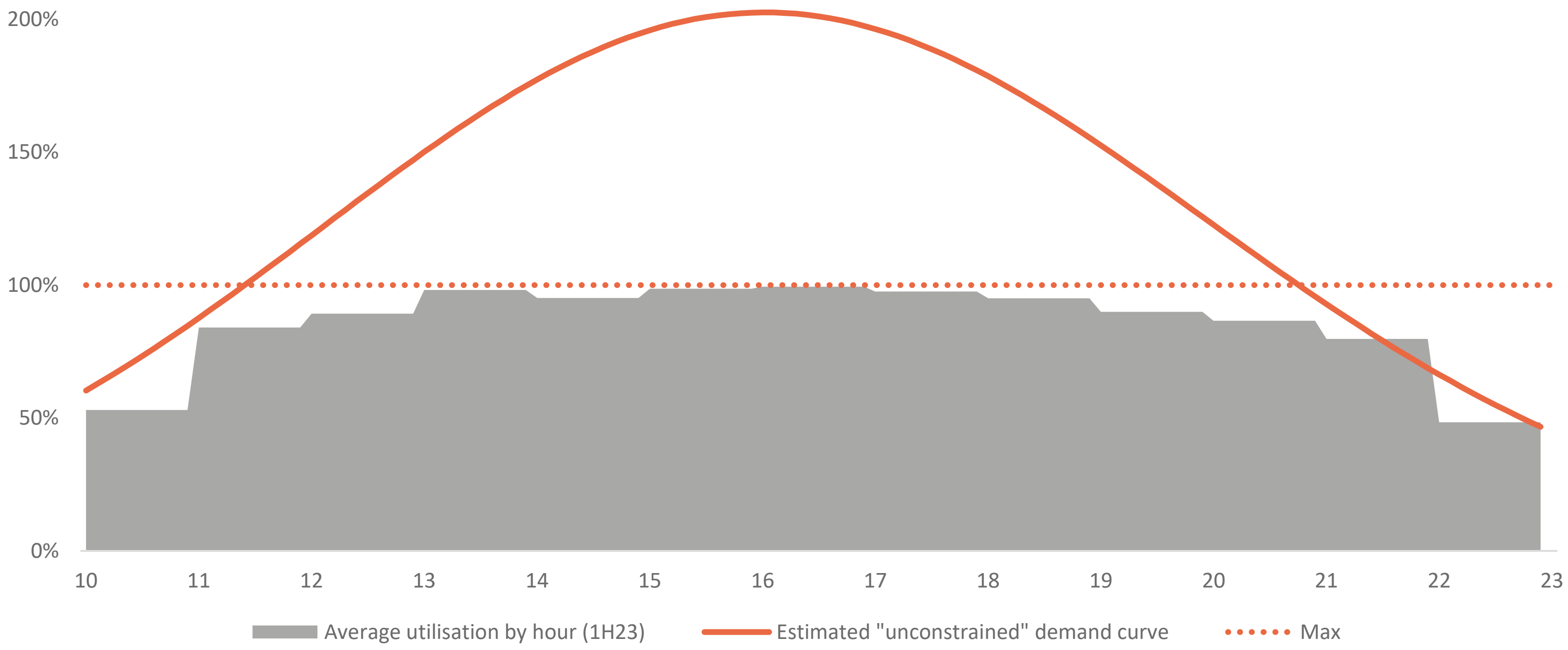
[1] Site EBITDA Apr 2023 – Mar 2024, total cumulative capex net of landlord contributions

GROWTH INITIATIVES

FULFILLING PENT-UP DEMAND

ESCAPE HUNT

Oxford EH average Saturday utilisation through day (calendar 1H23; 5 rooms = 100%)

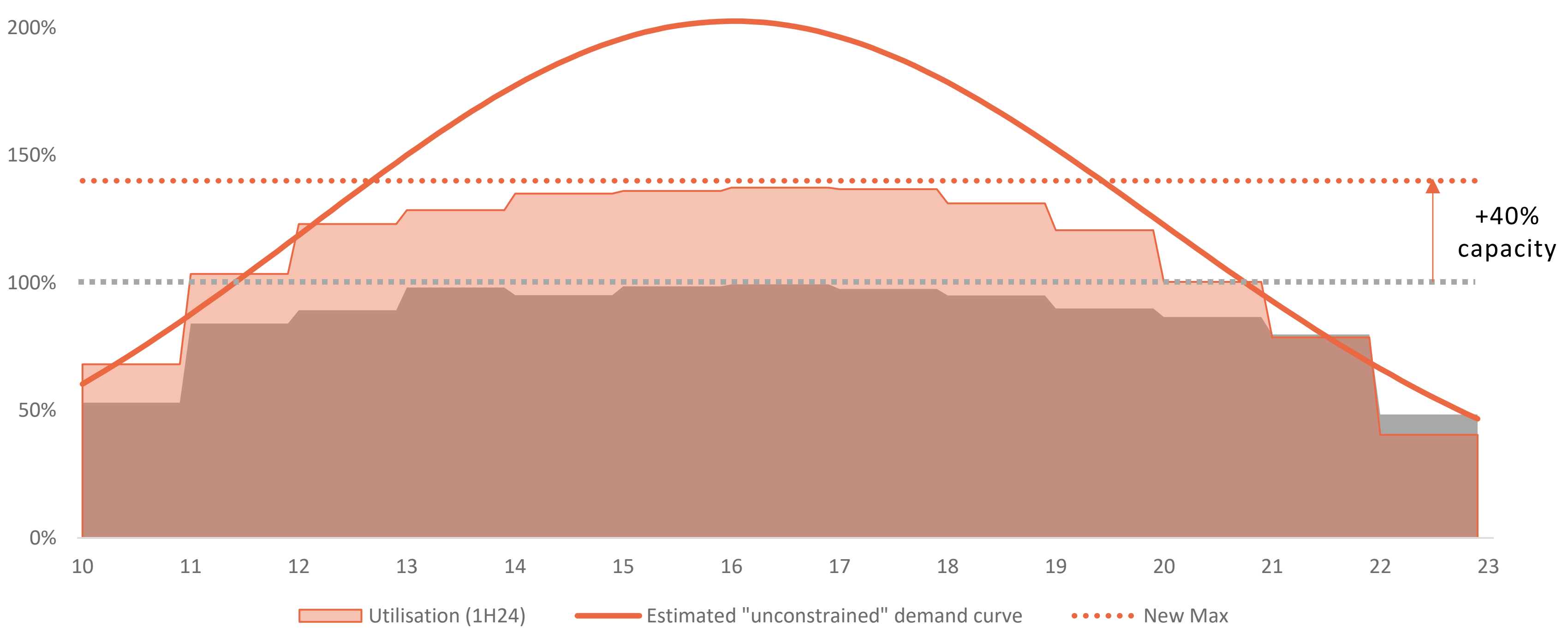


ESCAPE HUNT

- EH sites are regularly sold out at peak times; significant implied pent-up demand
- 4 additional rooms added across select highly utilized sites with available space
  - Largest effective increase in Oxford; 5 rooms → 7 (+40%)

FULFILLING PENT-UP DEMAND

Oxford EH average Saturday utilisation through day (calendar 1H24; 7 rooms)



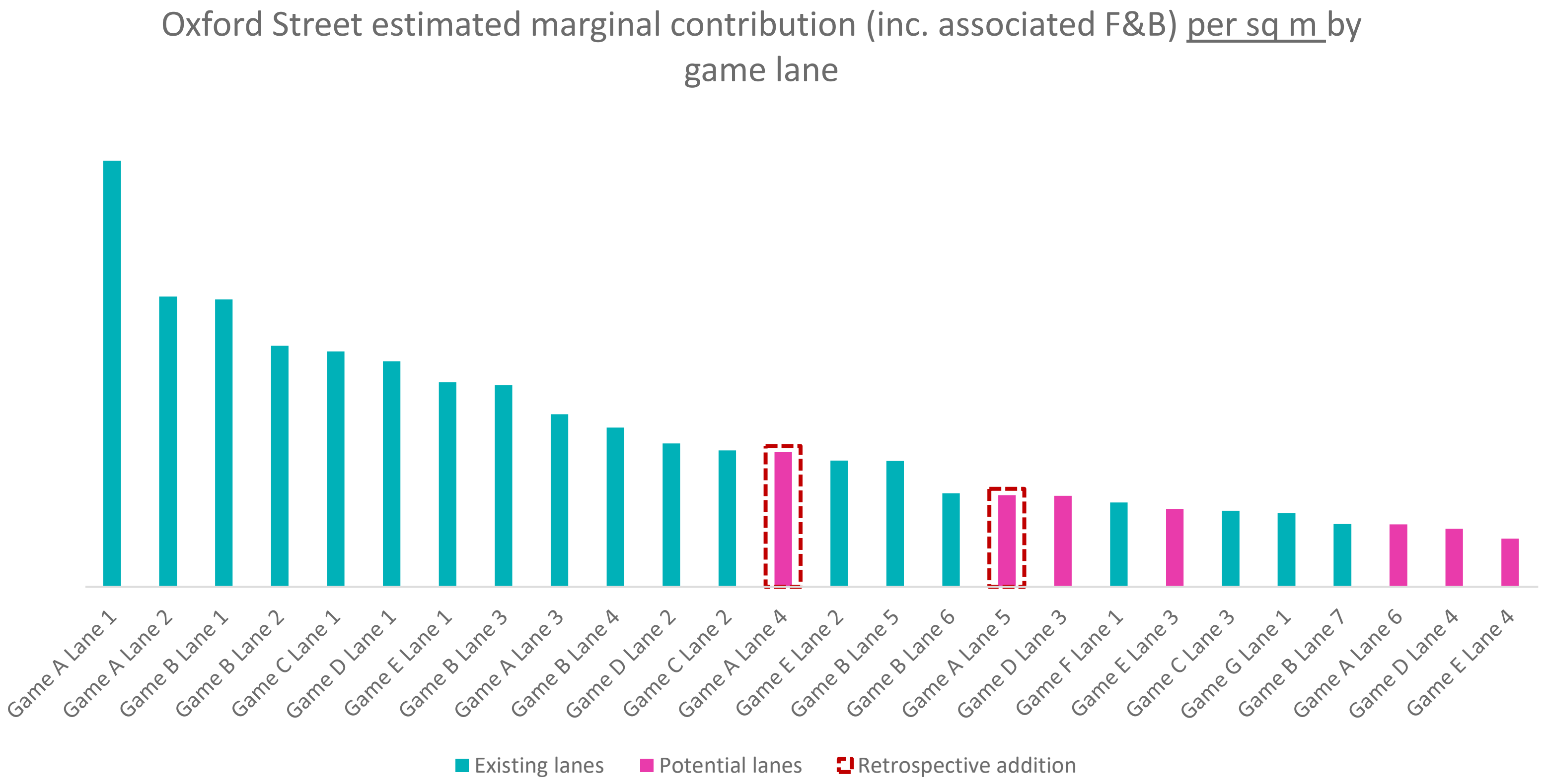
ESCAPE HUNT

- EH sites are regularly sold out at peak times; significant implied pent-up demand
- 4 additional rooms added across select highly utilized sites with available space
  - Largest effective increase in Oxford; 5 rooms → 7 (+40%)

→ Pent up demand unlocked in line with expectations

FULFILLING PENT-UP DEMAND

BOOM BATTLE BAR



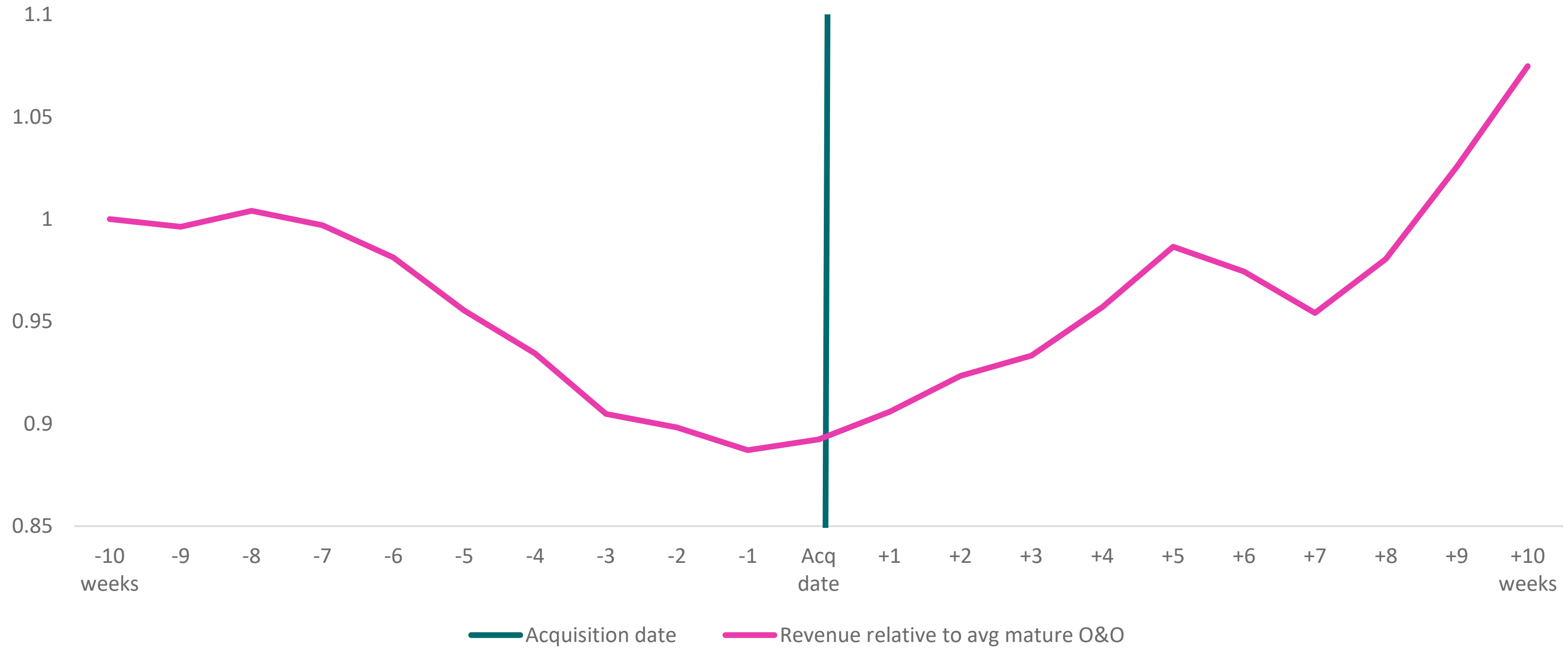
BOOM BATTLE BAR

- Many Boom sites also extensively sold out at peak times
- Each site has been mapped by game lane in order of expected marginal profit per sq m
  → aim to maximise efficiency of space at constrained sites
- Games being selectively added where available space and pent-up demand
- Initial performance of incremental game lanes in line with modeled estimates

PERFORMANCE OF ACQUISITIONS

BOOM BATTLE BAR

Average weekly revenue of 2023 acquisitions[1] relative to average mature O&O site, indexed rolling 4 week



BOOM BATTLE BAR

- 5 acquisitions completed in FY24 + 3 after year end
- O&O sites typically outperform Franchise sites on revenue growth
- Sharp revenue uplift generally observed after franchise acquisitions by implementing O&O best practice

[1] Chelmsford, Ealing, Glasgow, Liverpool, Watford

SUMMARY OF FINANCIAL STATEMENTS

FINANCIAL PERFORMANCE

FY24 (15 months)

Group transformed over 15 months

- Revenue of £57.3m in the 15 month period
  - EH owner operated revenue of £16.7m, up from £9.8m in 12 months to Dec 2022 including 17% like for like[1] growth
  - Boom owner operated revenue of £37.5m, up from £9.5m in 12 months to Dec 2022, including 22% like for like growth
- Boom gross margins improved to 59% from 52%
- EH site level margins sustained at 42%
- Boom site level EBITDA margins of 17% (2022: 13%)
- Group pre IFRS16 Adjusted EBITDA of £6.3m, modestly ahead of expectations
- Group operating profit before FV adj and closure profits of £1.9m v loss £4.9m in 2022

£m	*15 months to 31 March 2024*	*12 months to 31 Dec 2022*
Pre IFRS 16 Adjusted EBITDA	6.3	2.6
IFRS 16 adjustments (excl pre-opening)	3.6	1.4
Adjusted EBITDA	9.9	4.0
Depreciation and amortisation	(6.9)	(5.2)
Loss on disposal of tangible assets	(0.2)	(0.1)
Branch closure costs and other exceptional items	0.1	(0.3)
Branch pre-opening costs	(0.9)	(2.0)
Other non cash items	(0.1)	(1.3)
Operating profit / (loss) before FV adj and closure profit	1.9	(4.9)
Fair value adjustment	(0.3)	6.2
Profit on closure of subsidiary	0.5	0.0
Operating profit	2.1	1.3

£m	15 months to 31 March 2024	12 months to 31 Dec 2022
Revenue	57.3	22.8
EH Owner-operated sites	16.7	9.8
EH Franchise network	0.8	0.7
Boom Owner-operated sites	37.5	9.5
Boom Franchise network	2.3	2.9
Gross profit	37.0	14.7
EH Owner-operated sites	11.8	6.8
EH Franchise network	0.8	0.7
Boom Owner-operated sites	22.1	5.0
Boom Franchise network	2.3	2.3
Pre IFRS 16 Site level EBITDA - before pre-opening	16.3	8.5
EH Owner-operated sites	7.0	4.2
EH Franchise network	0.8	0.7
Boom Owner-operated sites	6.2	1.3
Boom Franchise network	2.3	2.3
Central costs	(10.0)	(5.9)
EH Owner-operated sites	(1.8)	(1.2)
EH Franchise network	(0.2)	(0.1)
Boom Owner-operated sites	(0.9)	(0.7)
Boom Franchise network	(0.1)	(0.1)
Unallocated	(7.0)	(3.8)
Other income	0.0	0.0
Adjusted EBTIDA before IFRS 16 and R&D credit	6.3	2.6
IFRS adjustments (before pre-opening)	3.6	1.4
Adjusted EBITDA	9.9	4.0
Group loss before tax	(0.5)	(1.1)
Period end cash balance	3.9	3.2

1. Adjusted for VAT benefit in 2022

CASH FLOW

FY24 (15 months)

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

- £11.1m cash generated from operating activities reflects strong cash conversion (£8.2m pre IFRS16)
  - Positive working capital movement from reduced franchisee debtors and rent-free periods
- £8.3m invested in fixed assets, offset by £1.3m landlord contributions
  - £1.6m in EH; £0.9m for new sites, £0.4m expansion of existing sites and £0.4m maintenance capex
  - £6.5m in Boom sites; £3.5m for new sites, £2.1m expansion and £0.7m maintenance capex; £0.2m finance lease conversions
  - £0.2m central intangible investment
- 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 £2.1m of additional funding, offset by £1.8m repayments (excluding deferred consideration)
- £3.1m of IFRS 16 repayments reflects underlying premises rental payments
- Cash at period end of £3.9m, Net cash £0.1m

£m	15 months to 31 March 2024	12 months to 31 Dec 2022
Adjusted Group EBITDA	9.9	4.0
Working capital and other movements	1.1	(0.6)
Tax	0.0	0.0
Net Cash generated / (used) in operating activities	11.1	3.3
Investing activities		
Purchase of tangible fixed assets	(8.1)	(6.1)
Purchase of intangible assets	(0.2)	(0.2)
Acquisitions, net of cash	(0.1)	(0.4)
Other movements	1.3	0.2
Net cash used in investing activities	(7.1)	(6.6)
Financing		
Net proceeds from share issue	0.0	0.0
Issue of loans / other debt movements	0.3	(0.5)
Net interest paid	(0.4)	(0.1)
IFRS 16 interest and capital repayments	(3.1)	(1.2)
Net cash from Financing activities	(3.2)	(1.8)
Net increase / (decrease) in cash	0.8	(5.0)
Cash at beginning of the year	3.2	8.2
Forex	(0.0)	0.0
Cash at end of period	3.9	3.2
Net (debt) / cash	0.1	0.8

FINANCIAL POSITION

FY24 (15 months)

Balance sheet movements largely due to capital investment

- £6.6m increase in PPE
  - £8.1m of capex
  - £2.3m fixed assets additions from acquisitions
  - Offset by £3.8m depreciation and disposals
- £2.5m 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	922	234	1,156
Fit out finance (incl equip finance leases)	795	683	1,478
Bank and other borrowings	224	1,000	1,224
	1,941	1,917	3,858

- Full credit approval received for £10m revolving credit facility with Barclays
  - Intended to fund expansion through working capital cycle
  - Provides significant headroom

£m	Mar 2024	Dec 2022
Non Current Assets		
Property Plant and equipment	19.4	12.8
Right of use assets	20.3	17.8
Intangible assets	23.6	22.7
Finance lease receivabe and other	1.5	1.3
	64.8	54.6
Current Assets		
Stock and WIP	0.3	0.3
Trade receivables	1.6	1.9
Other receivables and prepayments	2.4	1.8
Cash and bank balances	3.9	3.2
	8.4	7.3
Total Assets	73.1	61.9
Current Liabilities		
Trade payables	(3.8)	(1.8)
Contract liabilities	(1.8)	(1.0)
Loans	(1.9)	(1.1)
Provisions	0.0	(5.0)
Lease liabilities	(2.0)	(1.1)
Other	(7.5)	(5.3)
	(17.1)	(15.2)
Non-current liabilities		
Deferred income	(0.4)	(0.5)
Provisions	(0.6)	(0.4)
Loans	(1.9)	(0.4)
Deferred tax liability	(0.3)	(0.8)
Lease liabilities	(27.8)	(23.0)
	(31.1)	(25.1)
Total Liabilities	(48.1)	(40.3)
Net assets	25.0	21.6

POST PERIOD HIGHLIGHTS

POST PERIOD HIGHLIGHTS

SUMMER TRADING

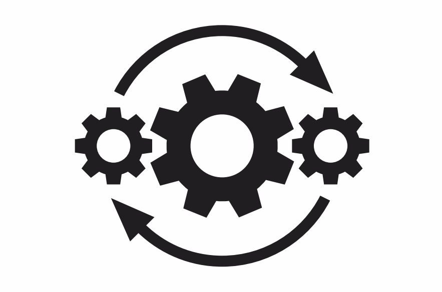
Continued strategic progress

- Continued positive like for like sales growth for both brands for the first 20 weeks to 18 August 2024
  - Boom +1.9%
  - EH +1.5%
- Acquisition of Wandsworth, Aldgate East and Bournemouth sites completed post period end
- 3 Escape Hunt sites and 1 Boom currently in build, pipeline for further openings of both brands developed
- Credit approval received for £10m Revolving Credit Facility with Barclays on agreed terms

Encouraging site level performance after 2022 site expansion

- Strong growth in the period 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 new Boom brand identity
- High ROCE site by site improvements
  - Capacity expansion
  - Select Refurbs
- 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

OPPORTUNITY

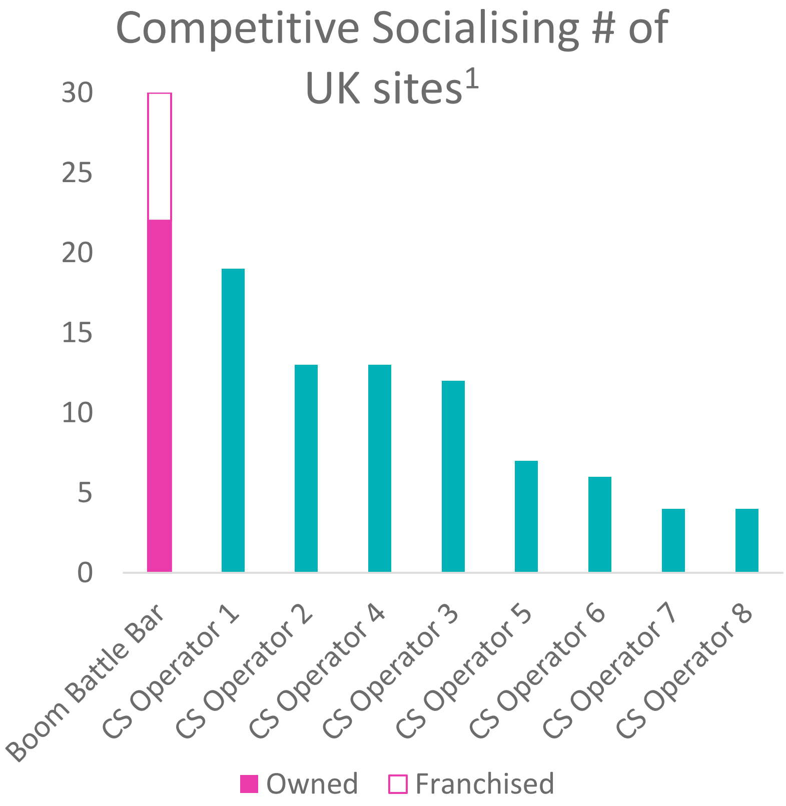
- Group seeing benefits of enhanced scale
- Capital efficient model with rapid payback and high ROI provides attractive organic growth thesis
    - Industry leading unit economics
- Improving unit economics enhancing future returns prospects
- Further potential through e.g.:
    - Upgrading games offering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

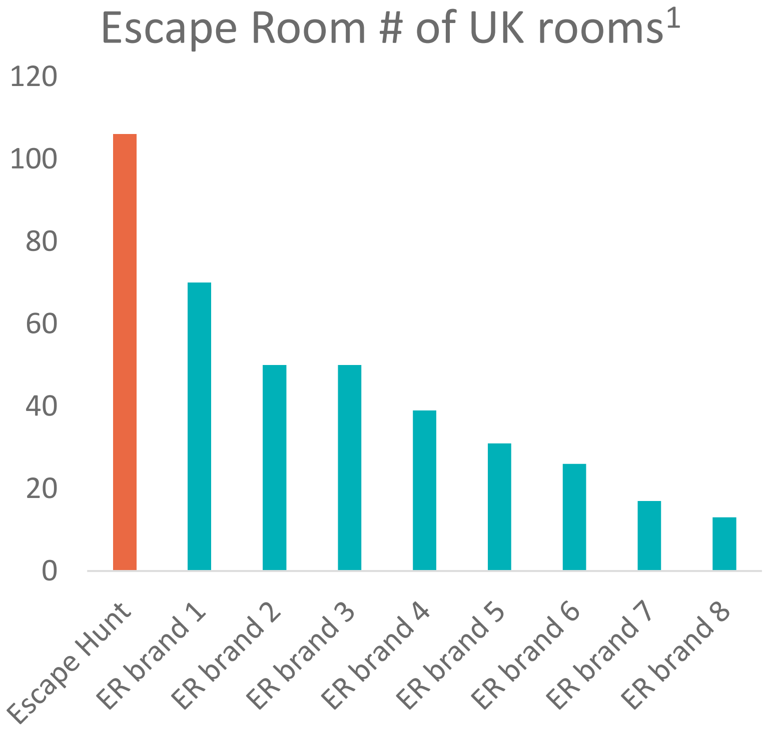
Key strengths

- 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

MARKET LEADER IN EXPERIENTIAL LEISURE

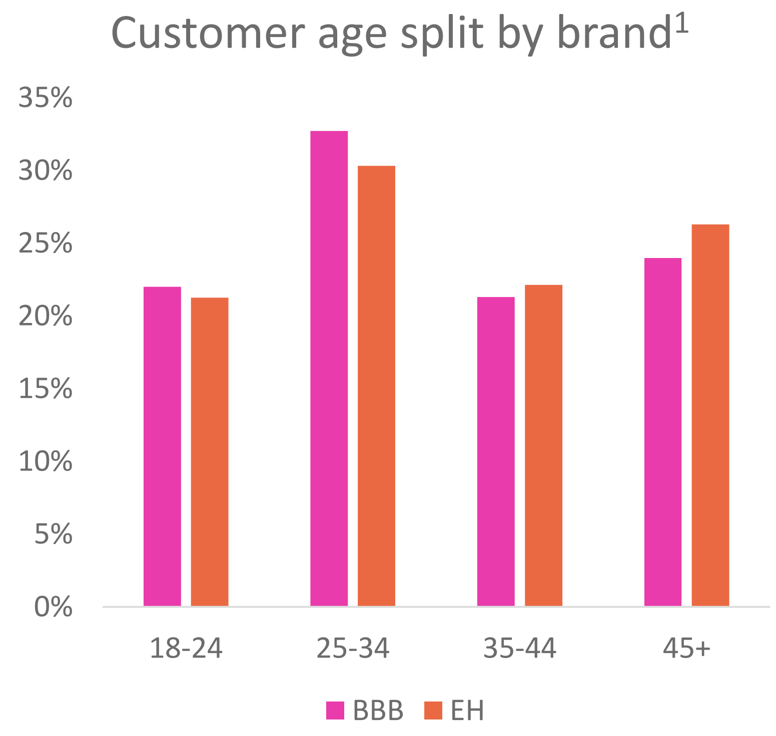
XP FACTORY

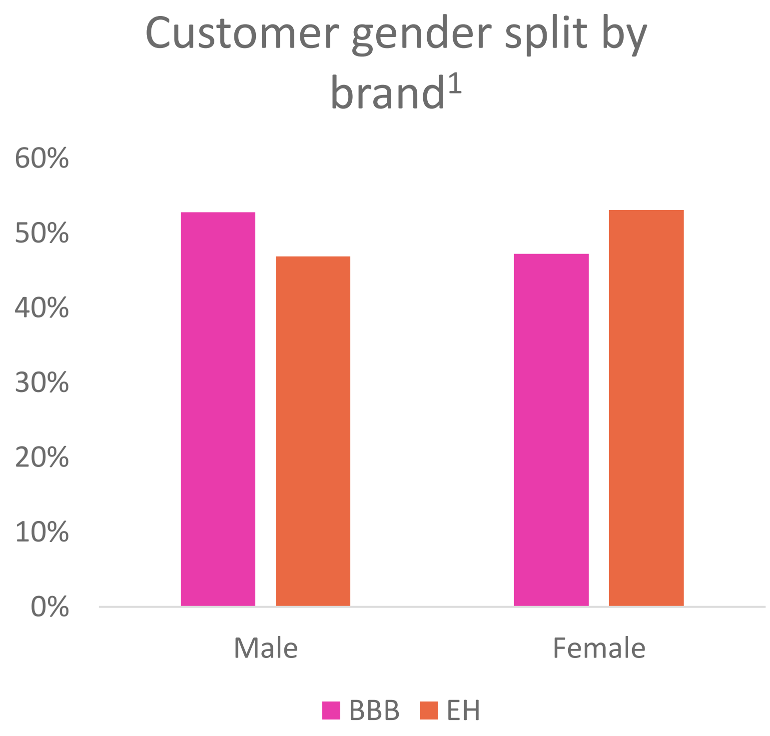




- EH and BBB are the UK market leaders in Escape Room and Competitive Socialising
- Scale advantages
- Repeatable, modular sites and products that can be replicated nationwide
- Growing brand awareness and reputation

[1]Number of UK sites/rooms as at 25/07/2024





- 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

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 Brussells	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
	121		
Pipeline			
24 Glasgow	6	Oct-24	In build
25 Cambridge	6	Q4 2024	In build
26 Worcester	6	Sep-24	In build
	Sites	Rooms	
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	O-O	Oct-21	Open
7 Wandworth Rams Q	O-O	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	O-O	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	O-O	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 financial 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	Q4 2024	In build
32 Colchester	O-O	Q1 2025	Adv. Legals
	O-O	FS	Total
Open	23	7	30
Sites in Advanced Pipeline	2	0	2
Total sites open and in Pipeline	25	7	32

AT A GLANCE | OUR BRANDS

Our 70 locations offer a wide variety of entertainment experiences together with licensed bars delivered with world class hospitality in prime retail or leisure locations.

ESCAPE HUNT

44

Venues

Experience led venues home to team based gaming adventures

MARKET LEADER

BOOM BATTLE BAR

30

Venues

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

MARKET LEADER

BRAND FOCUS

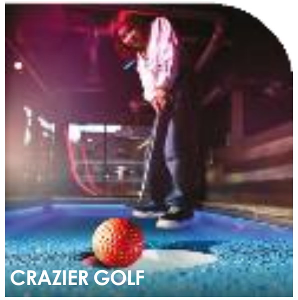
BOOM BATTLE BAR

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

BOOM BATTLE BAR

96%

Review Rating*

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

All data Jan 2023–Mar 2024 Feed It Back

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


LIVE 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.**

BRAND FOCUS

ESCAPE HUNT

5 Star rated, premium team based adventures

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 i 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.

ESCAPE HUNT

99%
Review Rating*

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

All data Jan 2023 – Mar 2024 Feed It Back

We have a solid and attractive multiformat catalogue of 30 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.

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

ESG INITIATIVES

XP FACTORY

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 with internal THRIVE initiative
- 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.

SHAREHOLDINGS

31 Dec 2023

XP Factory plc
Significant shareholders

	Number of shares	% held
Total number of shares in issue	175,157,600	100.0%
% of company not in public hands		33.8%
	Ordinary shares	
Shareholder	**held**	**% held**
Canaccord Genuity Wealth Management	32,484,656	18.55%
BGF GP	23,674,420	13.52%
Lansdowne Partners	12,933,731	7.38%
Abrdn plc	10,527,437	6.01%
Hargreaves Lansdown, stockbrokers (EO)	10,487,592	5.99%
Allianz Global Investors	9,250,000	5.28%
Stephen Lucas	7,233,024	4.13%
Raymond James Investment Services	6,477,803	3.70%
John Edward Story	6,434,529	3.67%
As at		30/06/2024

xpfactory plc

RESULTS FOR FIFTEEN MONTHS TO 31 MARCH 2024