



excape

ENTERTAINMENT GROUP

EXPERIENTIAL MARKETING SERVICES

OUR DNA

OUR MISSION



WE RECREATE EXTREME
EXPERIENCES FOR BRAND
PROMOTION PURPOSES

TURNKEY: DESIGN, BUILD,
AND OPERATE FOR OUR
CLIENTS, GLOBALLY

WE DO SIMULATION,
NOT GAMING, HIGH-
FIDELITY, HIGH-TOUCH

WE CREATE EACH ACTIVATION IN SUCH A WAY
THAT THE GUEST IS THE STAR OF THE SHOW (FULL
ATTENTION ON THE GUEST)

PEDIGREE | HISTORY



FIRST SIMULATOR
PROTOTYPE

1993

**WORLD'S FIRST
HYPER AUSTRALIA (PART
OF EXCAPE GROUP)
DESIGNS AND BUILDS THE
WORLD'S FIRST RACING
SIMULATOR**



1994

**IMMEDIATE INTEREST
FERRARI, SHELL AND F1
IMMEDIATELY SHOW
INTEREST AND ARRANGE
TO HAVE SIMULATORS AT
EVENTS**



2002

**WORLD'S FIRST VR CLUB
HYPER OPENS THE FIRST
VR RACING CLUB IN
THE WORLD IN
SYDNEY,
AUSTRALIA**



2007

**OTHER EXTREME
WE STARTED REPLICATING
EXTREME EXPERIENCES
OUTSIDE OF
MOTORSPORTS**



2023

**PORSCHE PARTNERSHIP
EXCAPE ENGAGED TO
START BUILDING SIM LABS
IN GLOBAL PORSCHE
EXPERIENCE CENTERS**





SIMMERING DEMAND

**EXTREME SPORTS AND ADVENTURES
HAVE BEEN PAY TO PLAY EXCLUSIVE
PLAYGROUNDS FOR THE RICH AND
ELITE ATHLETES DUE TO THE HIGH COST
AND DANGERS INVOLVED ...**

**...AND IMPOSSIBLE FOR THE OTHER 99%
OF THE POPULATION**

**THE MILLENNIAL / GEN Z SEGMENTS ARE
NOT KEEN ON LEGACY ENTERTAINMENT.
THEY WANT THRILLING, DEEPER
EXPERIENTIAL CONCEPTS**

**THEY DEMAND HIGH FIDELITY AND NOVEL
EXPERIENCES...**

**...AND THEY ARE LESS LIKELY TO REPEAT
UNLESS THE EXPERIENCE CHANGES AND
EVOLVES, THEY WILL CHECK THE BUCKET
LIST BOX AND MOVE ON**

**GIVE THEM ENVIABLE EXPERIENCES TO
SHARE ON SOCIAL MEDIA OR LOSE THEM**



FOR BRAND PROMOTION PURPOSES



**WE WORK DIRECTLY
WITH BRANDS...**

...OR THROUGH AGENTS



The box contains the following logos:

- TAG HEUER**: A shield-shaped logo with 'TAG' in white on a green background and 'HEUER' in white on a red background.
- JACK MORTON**: An orange rectangle with three white circles and the text 'JACK MORTON'.
- RIGHT FORMULA**: A black square with a white 'rf' logo and the text 'RIGHT FORMULA'.
- dentsu**: The word 'dentsu' in a bold, black, lowercase sans-serif font.
- csm**: The letters 'csm' in white inside a purple circle.



A FEW OF OUR CLIENTS



FULL THROTTLE E-SPORTS



HIGH PROFILE **EVENTS**



LARGE SCALE | SMALL SCALE



HIGH FIDELITY STATE-OF- THE-ART



VR / DOME MOTION THEATRES



WINTER SPORTS SIMULATION



KIDS ELECTRIC RACING KARTS



In partnership with
RACE PARX



MAKE AN IMPRESSION

HEINEKEN
FORMULA ONE
SINGAPORE 2022



Smooth Challenge

LEADERBOARD

Pos	Name	Score
1.	Luqman	35
2.	Odella	34
3.	Terence	32
4.	Gemma	31
5.	Sya	30
6.		
7.		
8.		
9.		
10.		



ENJOY
HNK
SILVER
HERE





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