



NEXT-GEN EXPERIENTIAL ENTERTAINMENT

CORPORATE PROFILE | 2026

EXCAPE

ABOUT EXCAPE

— We are architects of participatory *entertainment*

Excape designs and delivers participatory experiences where audiences become the attraction.

Through proprietary technology, competition design and live production, we transform spectators into performers and brands into unforgettable experiences.



Formula E Fan Village pit stop competition



EXCAPE

MORE THAN 3 DECADES OF EXPERIENTIAL INNOVATION

- 1993 ! Designed and built the **world's first** commercial racing simulators
- 1997 ! Pioneered connected multiplayer racing **esports**
- 2002 ! Opened the **first public** racing simulator club
- 2007 ! Expanded from simulation systems into branded experiential entertainment
- 2010s ! Became a trusted experiential partner to global sports, automotive and luxury brands
- 2020s ! Developed permanent experience spaces



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WHAT WE DO

From temporary activations to permanent experience destinations

LIVE BRAND & SPORTS ACTIVATIONS

Concept · Design · Equipment · Branding · Logistics · Staffing · Operation
Major Sports Events · Fan Zones · Festivals · Product Launches · Retail · Hospitality

PERMANENT EXPERIENCE SPACES

Strategy · Design · Build · Installation · Training · Maintenance · Remote Support
Dealerships · Experience Centers · Retail Destinations · Airports · Resorts · Entertainment Venues

BESPOKE EXPERIENCE DEVELOPMENT

Custom Hardware · Software · Digital Content · Game Mechanics · Competition Formats · Brand Integration

LOCATION-BASED ENTERTAINMENT

Original concepts developed from Excape's technology, operational knowledge and live-experience expertise



EXCAPE

SELECTED CLIENTS AND PARTNERS

Selected relationships across more than three decades of international delivery

AGENCIES & PRODUCTION PARTNERS



+ MORE

MAJOR BRANDS



PORSCHE

+ MORE

SPORTS & RIGHTS HOLDERS



+ MORE



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WHAT WE BELIEVE

Entertainment is no longer simply consumed. Increasingly, it is entered, performed and shared



TODAY'S CONSUMERS DEMAND ENGAGEMENT

PARTICIPATION OVER OBSERVATION

Audiences want to enter the action—not simply watch it

PERFORMANCE CREATES ATTENTION

Visible skill, pressure and personality turn participation into entertainment

COMPETITION CREATES EMOTION

Scores, timing, rivalry and recognition increase engagement and memorability

SHAREABILITY EXTENDS THE EXPERIENCE

The strongest moments live beyond the venue through content, conversation and social reach



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THE PARTICIPATION SHIFT

Audiences no longer want only to witness exceptional experiences.
They increasingly want to enter them.

WATCH PARTICIPATE PERFORM SHARE

THE WORLD'S MOST SUCCESSFUL EXPERIENCES NO LONGER
ASK AUDIENCES TO WATCH. THEY INVITE THEM TO PARTICIPATE.



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WE DESIGN PARTICIPATION AS PERFORMANCE

— We transform individual activity into visible, shared entertainment



PARTICIPANT → PERFORMANCE → AUDIENCE → CONTENT → BRAND REACH



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WHY WE STAND OUT



BRAND-FIRST

Every environment, interface and interaction is created around the client's identity—not ours.



END-TO-END

Concept, design, equipment, content, logistics, staffing, operation and support.



HUMAN ENERGY

Advanced systems are brought to life through professional operators, hosts and competition formats.



REPEATABLE

Proven platforms are adapted into bespoke experiences for each brand, venue and audience.



GLOBAL

International delivery experience supported by regional operations, partners and technical support.



PARTICIPATION

We bring the thrills of elite-level performance environments to mainstream audiences



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HERE'S PROOF IT WORKS

— Escape deployments are designed as repeatable performance experiences — adaptable across brands, venues and global events

33 YEARS *Of experiential technology and live-event innovation*

100+ PROJECTS ANNUALLY *Across sports, brand, retail and entertainment environments*

85%+ REPEAT RATE *A substantial proportion of our annual work comes from returning clients and partners*

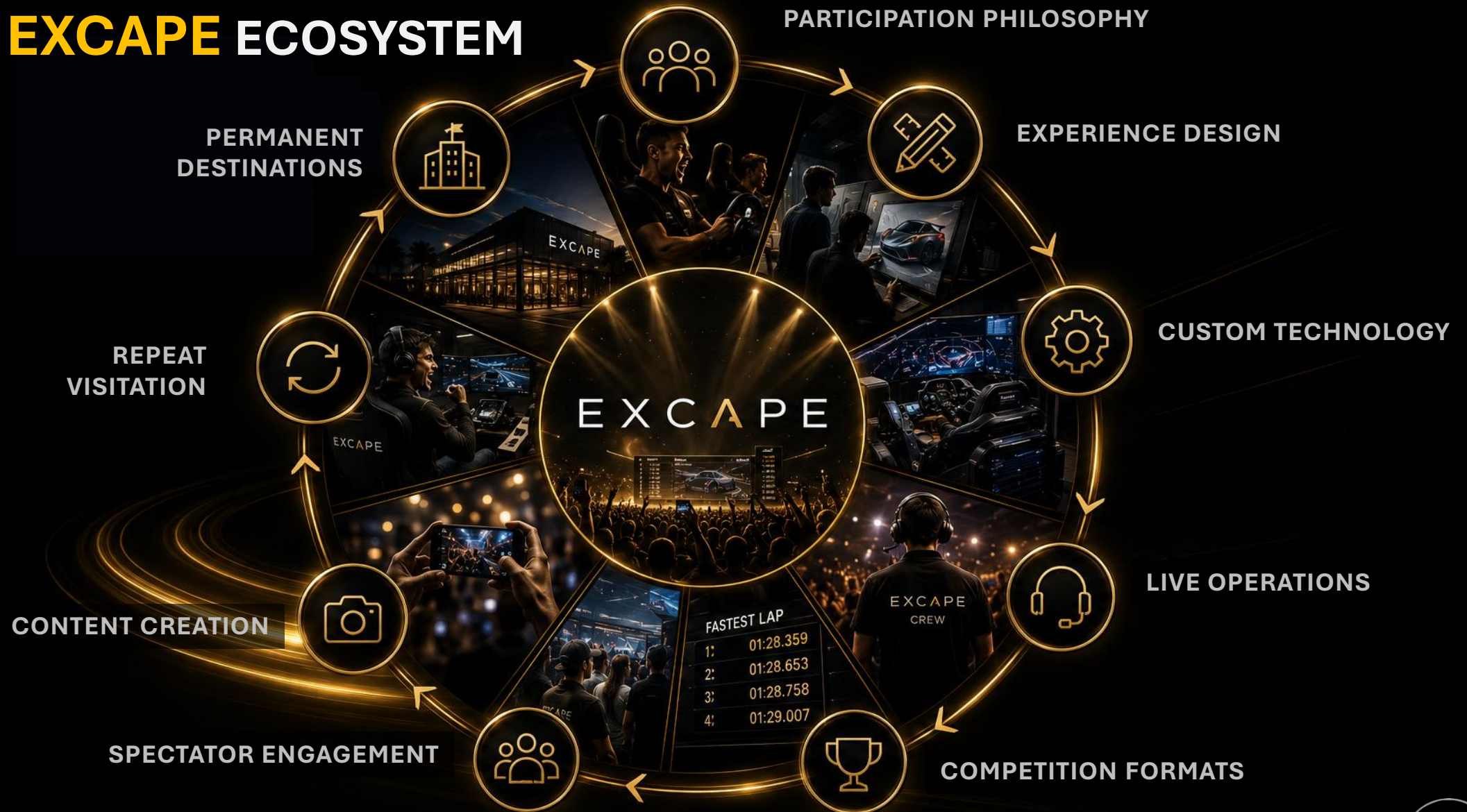
45,000+ PEOPLE ENGAGED *Engaged through Escape-operated experiences in 2025*

6 CONTINENTS *International deployment capability supported by regional operations and partners*



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THE EXCAPE ECOSYSTEM



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LUXURY RETAIL ACTIVATION

Bell & Ross Flight Simulator Experience

OBJECTIVE

Translate Bell & Ross's aviation heritage into a premium, participatory boutique experience

EXCAPE SOLUTION

Designed, branded and operated a bespoke flight simulator installation for retail and pop-up environments, supported by trained Excape staff

IMPACT

Created an accessible brand experience for VIPs, customers and celebrity guests, while generating filmed content and extended visibility beyond the boutique



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PARTICIPATION AS LIVE SPECTACLE

Tag Heuer Dual Reaction-Time Challenge

OBJECTIVE

Create a high-energy interactive attraction for the Formula 1 Singapore Grand Prix Fan Zone

EXCAPE SOLUTION

Delivered and operated a fully branded dual reaction-time competition designed for public participation, live hosting and high-profile guest appearances

IMPACT

The experience became a live audience moment when Chris Hemsworth challenged Max Verstappen, generating substantial on-site attention and highly shareable content



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MAJOR SPORTS FAN ZONE

FIA World Endurance Championship

OBJECTIVE

Bring fans closer to endurance racing through a high-throughput participatory experience inside the FIA WEC Fan Zone

EXCAPE SOLUTION

Designed and operated a multi-seat racing experience with professional simulator systems, championship branding, trained staff and competitive participant formats

IMPACT

Created a sustained Fan Zone attraction with strong visibility, continuous participation and long queues throughout the race weekend



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PERMANENT EXPERIENCE SPACES

Porsche Experience Centers Atlanta | Los Angeles | Tokyo - Sim Labs

CHALLENGE

Create a permanent simulator laboratory that extends the Porsche driving experience beyond the track

EXCAPE SOLUTION

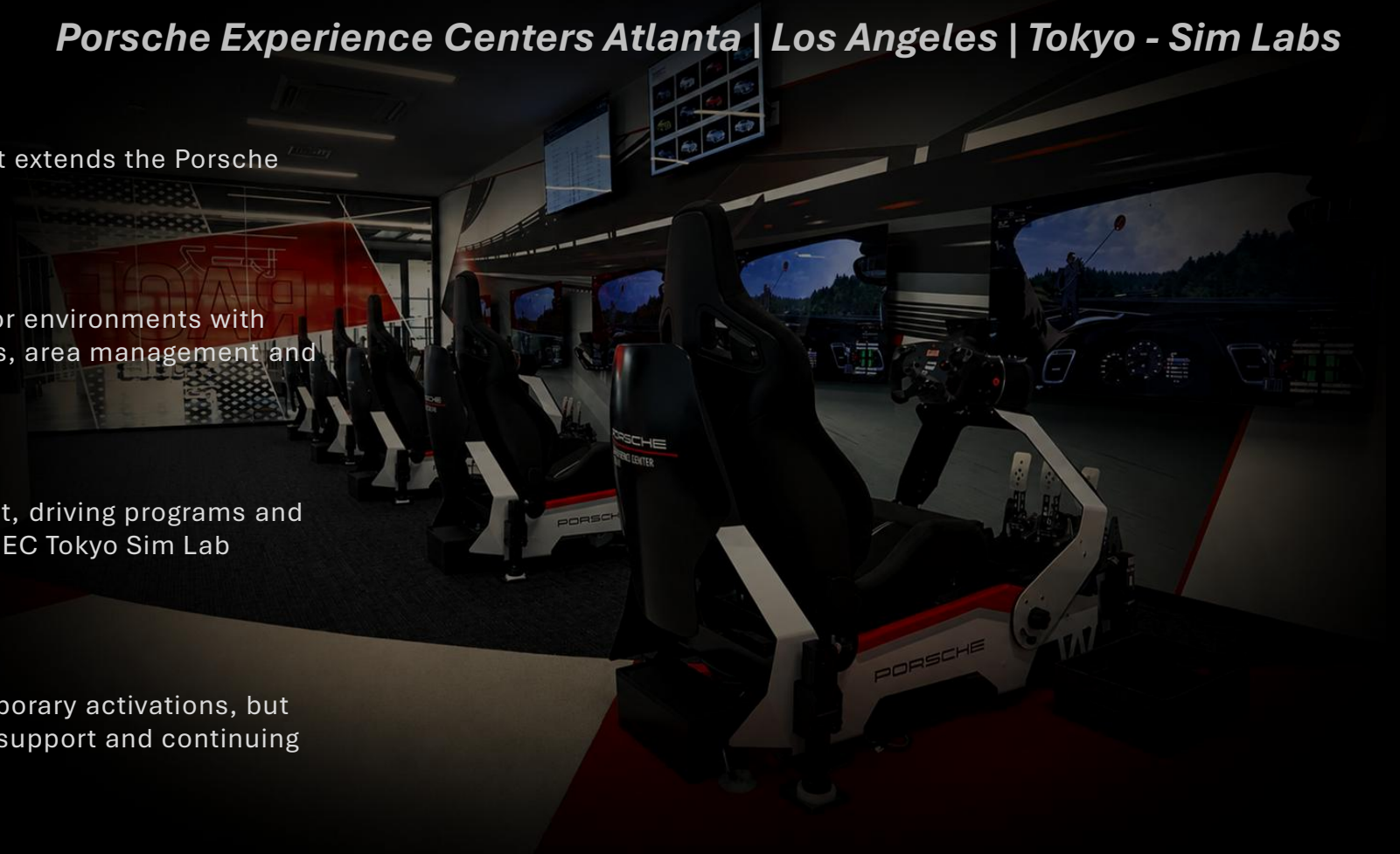
Designed and installed professional simulator environments with integrated leaderboards, operational systems, area management and ongoing support

RESULTS

The Sim Lab supports daily guest engagement, driving programs and competitive events, including the inaugural PEC Tokyo Sim Lab Championship recently.

WHY IT MATTERS

This case proves we can deliver not only temporary activations, but long-term environments requiring reliability, support and continuing program development



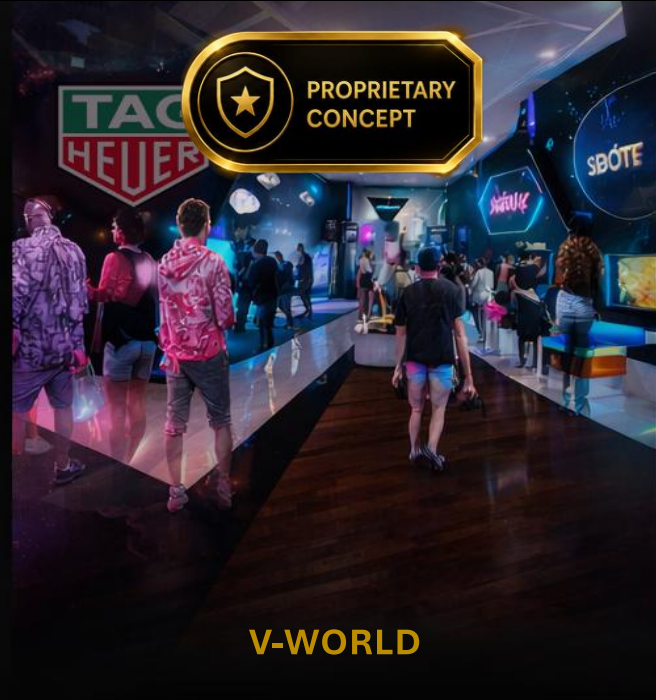
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FROM LIVE ACTIVATIONS TO PERMANENT DESTINATIONS

Escape applies decades of live operating experience to the development of scalable entertainment concepts



Immersive motorsport entertainment built around real driving, competition and repeat participation



A hybrid extreme-sports and simulation destination combining multiple skill-based experiences under one roof



A high-intensity physical challenge concept designed around progression, competition and repeat visits



EXCAPE

LET'S TALK



Let's create the experience people came to talk about

THE AMERICAS

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