

ESCAPOLOGY®

the live escape game™

Escapology Generalized Parking Requirements

For guidance for real estate professionals assisting Escapology's franchisees, we wanted to speak to a question that we keep getting around parking requirements.

The long and short of this memo is to highlight the fact that we don't think that parking should be considered a qualifier for our real estate choices as the parking impact we have as a brand is very minimal.

Should anyone ask, this is how we would advise thinking about parking:

- Typical locations have between 6-8 games
- Games are on a staggered schedule to start every 15 minutes so there are typically no more than 4-6 games going at the same time at ultimate peak
- All games are private to those that booked the games and on average 3.9 people are playing the games
- On average we have observed, because of the private nature of the games, that games are typically occupied by groups coming in 1-2 cars (on average 1.5 cars)
- At peak we will have 4-5 employees on and a lot less in off-peak

A general calculation of locations with 6 games would be:

6 Games Simultaneously (hardly occurs) x 1.5 Cars per Game + 5 Employee Cars = 14
Parking Spaces Needed

A general Calculation of locations with 8 games would be:

8 Games x 1.5 Cars per Game + 5 Employee Cars = 17 Parking Spaces Needed

We hope this helps in site selection.

Please contact me with any questions.



Shawn Baxter
Chief Development Officer
Escapology
Shawn.baxter@escapology.com
202-999-8167