



THE TEAM

We Are Professionals At Play



Non – Exec Chairman
Mark [redacted]

Joined May 2021

Founder of Barracuda Group in 2000 and ex CEO of
Revolutions Bars PLC



Chief Executive Officer
Matthew [redacted]

Founder

19 years of owning several businesses within the
hospitality sector



Commercial Director
Ben [redacted]

Founder

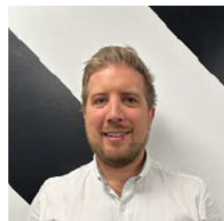
Brother of Matthew, also been in the industry for 19
years



Managing Director
Ben [redacted]

Joined January 2023

20 years' experience in the hospitality industry, with
local and national businesses



Finance Director
Ben [redacted]

Joined February 2023

11 years' finance professional spanning
Practice and Industry roles



Projects Director
John [redacted]

Joined December 2013

Worked alongside Matt & Ben for 18 years in
various senior management roles



PROFESSIONALS AT
PLAY

HERE'S A FLY-
THROUGH VIDEO
OF OUR ROXY
BALL ROOM IN
SHEFFIELD

[LINK HERE](#)



WHAT WE DO

WHAT WE DO...

- Roxy Leisure is one of the leading operators in the UK of competitive socialising in a bar environment.
- We have 3 brands, Roxy Ball Room, Roxy Lanes & King Pins
- We opened our first site in December 2013.
- Strong EBITDA run rate of circa £12m for 2023.
- We are 17 sites strong, spread across many major UK cities with strong growth planned.
- We are opening 2 new sites during the remainder of 2023 taking us to 19.
- Our offering differs from other competitive socialising businesses by having multiple gaming activities under one roof.
- The target audience is 25 to 34 although we do have visitors from outside this age range.
- Roxy Ball Room is strictly over 18s, Roxy Lanes allows under 18s in until 6 pm and King Pins is family orientated until 8 pm.
- The corporate world loves us for events and socialising.
- We are welcomed by police and licensing over other leisure businesses due to our impeccable health & and safety records.



WHAT WE DO CONTINUED...

- We operate in many CIP/CIZ areas across England.
- 30-50% of total revenue is made up from gaming revenue
- 8% of total revenue is made up from food
- 30% of our custom is pre-booked in advance allowing us to vet our customers rather than just being a circuit drinking stop-off.
- As our primary focus is gaming there is very little 'vertical drinking' with all emphasis on competitive socialising. Our business is to sell gaming hours.
- 50% of our floor space is taken with gaming areas/tables
- Our demographics are evenly split with 50% men and women





FLOOR PLAN



AREA DENOTES LICENSABLE ACTIVITIES

KEY TO LICENSABLE ACTIVITIES (SEE LICENSING PLAN FOR ACTIVITY KEY)

1.0	Bar	1.1	Bar
2.0	Club	2.1	Club
3.0	Hotel	3.1	Hotel
4.0	Restaurant	4.1	Restaurant
5.0	Bar/Restaurant	5.1	Bar/Restaurant
6.0	Bar/Club	6.1	Bar/Club
7.0	Bar/Hotel	7.1	Bar/Hotel
8.0	Bar/Restaurant/Club	8.1	Bar/Restaurant/Club
9.0	Bar/Restaurant/Hotel	9.1	Bar/Restaurant/Hotel
10.0	Bar/Restaurant/Club/Hotel	10.1	Bar/Restaurant/Club/Hotel
11.0	Bar/Restaurant/Club/Hotel/Bar	11.1	Bar/Restaurant/Club/Hotel/Bar
12.0	Bar/Restaurant/Club/Hotel/Bar/Club	12.1	Bar/Restaurant/Club/Hotel/Bar/Club
13.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel	13.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel
14.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar	14.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar
15.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club	15.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club
16.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel	16.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel
17.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar	17.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar
18.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar/Club	18.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar/Club
19.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel	19.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel
20.0	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar	20.1	Bar/Restaurant/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar/Club/Hotel/Bar



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ROXY BALL ROOM
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 LICENSING PLAN
 2370-501

LOCATION

GROUND AND BASEMENT
STONEBOW HOUSE





ROXY

BALL ROOM

FOR MORE INFORMATION PLEASE CONTACT:

MATTHEW . CEO

BEN _____ - FINANCE DIRECTOR