

HYPE!

H O U S E

HYPE!

H O U S E

“

PEOPLE RARELY REMEMBER THE PLACES
THEY VISIT. THEY REMEMBER HOW THOSE
PLACES MADE THEM FEEL.
WE EXIST TO DESIGN THOSE FEELINGS.



ONE VISION

Unified purpose.
Clear ambition.



ONE ECOSYSTEM

Connected brands.
Amplified impact.



UNLIMITED POTENTIAL

Scalable model.
Global opportunity.



BUILT TO LAST

Timeless experiences.
Enduring legacy.

WE REFUSE TO ACCEPT THAT LIFE HAS TO BE ORDINARY.

HYPE exists to bring back the **wonder**,
character and **human connection**
that modern life has slowly lost.

The world became faster.
More connected.
More efficient.

But somewhere along the way...
It became less human.

Places lost their character.
Experiences became transactional.
People stopped talking to strangers.
Communities became audiences.
Life became something to get through...
Instead of something to **remember**.

We don't believe people stopped needing **wonder**.
We believe the world simply stopped
designing for it.

HYPE exists to **change** that.

HYPE!

ONE PHILOSOPHY.

ONE ECOSYSTEM.

ENDLESS POSSIBILITY.



WE DON'T BUILD BUSINESSES.
*WE REIMAGINE
HOW PEOPLE EXPERIENCE LIFE.*

THE OPPORTUNITY.

WHY BLACKPOOL. WHY NOW.

BLACKPOOL ISN'T WAITING.
IT'S ALREADY CHANGING.

Millions already visit Blackpool every year.

Now one of the UK's largest regeneration programmes is creating an entirely new year-round economy of professionals, students, businesses and visitors.

HYPE House is designed to grow alongside it.

HYPE!
HOUSE

ICONIC. INTIMATE. UNFORGETTABLE.
HYPE HOUSE RECLAIMS THE PAST
TO CREATE THE FUTURE.

EVERY SUCCESSFUL DESTINATION REACHES A MOMENT WHERE INVESTMENT,
INFRASTRUCTURE AND DEMAND BEGIN ACCELERATING TOGETHER.
WE BELIEVE BLACKPOOL IS ENTERING THAT MOMENT NOW.

1,100 MOD STAFF
DEFENCE BUSINESS SERVICES
OPENING 2027

MULTIVERSITY
3,000 STUDENTS & STAFF
OPENING 2028

BLACKPOOL NORTH STATION
TRANSPORT HUB &
TRAM INTERCHANGE

HYPE HOUSE
RECLAIMING ICONIC SPACES.
CREATING ICONIC EXPERIENCES.
YOUR INVESTMENT.
OUR FUTURE.

EXISTING DEMAND
18M+
Annual visitors

GOVERNMENT
4,100
Civil servants
(DWP + MOD)

EDUCATION
3,000
Students & staff
Multiversity

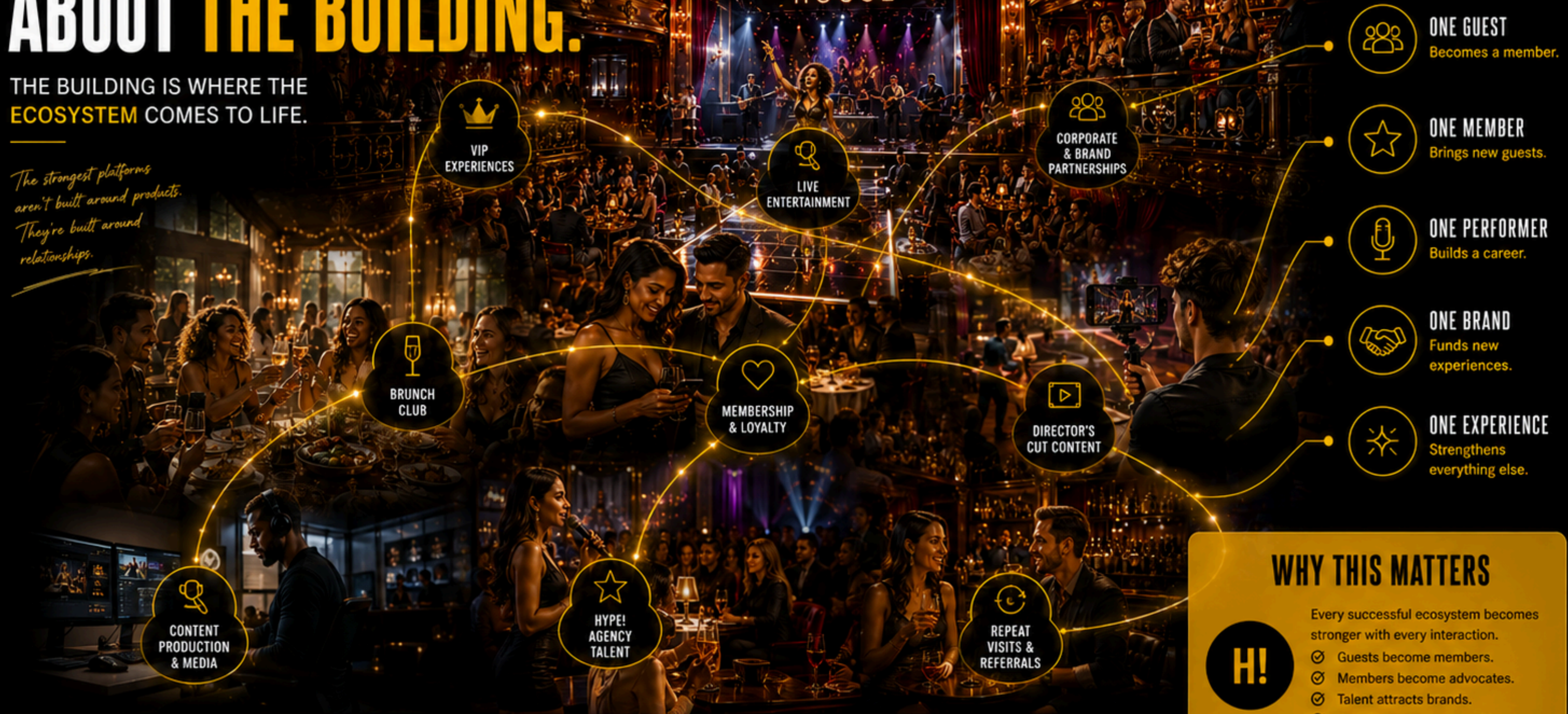
REGENERATION
£350M
Talbot Gateway

TRANSPORT & INFRASTRUCTURE
New tram interchange
Blackpool North
Holiday Inn
New restaurants
Modern public realm

IT WAS NEVER ABOUT THE BUILDING.

THE BUILDING IS WHERE THE **ECOSYSTEM** COMES TO LIFE.

The strongest platforms aren't built around products. They're built around relationships.



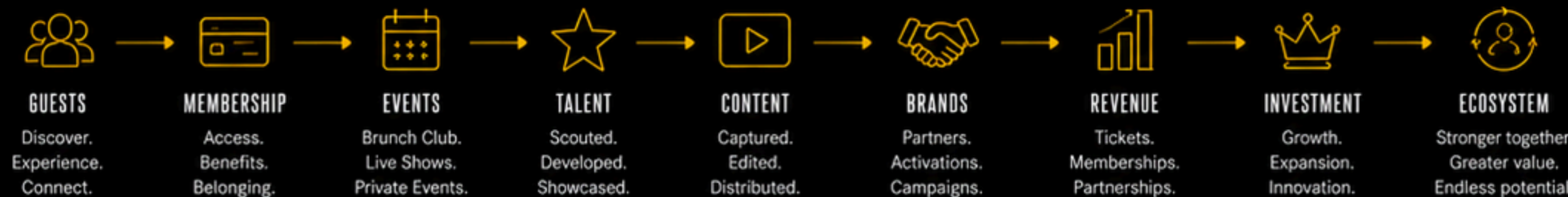
WHY THIS MATTERS

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Every successful ecosystem becomes stronger with every interaction.

- ✓ Guests become members.
- ✓ Members become advocates.
- ✓ Talent attracts brands.
- ✓ Brands create opportunities.
- ✓ Each part reinforces the next.

That's why HYPE becomes more valuable as it grows.



THE BUILDING IS THE STAGE. | THE ECOSYSTEM IS THE PERFORMANCE.

HYPE HOUSE

THE INDUSTRY STOPPED EVOLVING.
WE DIDN'T.

ENTERTAINMENT

“

The world's greatest
entertainment venues
were never meant to
become history.

They were meant to
keep evolving.

The industry stopped.

HYPE House
starts again.

”

*We don't believe
entertainment lost its audience.
We believe it lost its ambition.*

WHY HYPE HOUSE EXISTS

The world didn't stop needing extraordinary places.
We simply stopped building them.

The grand theatres, opera houses and cabaret
halls that once celebrated beauty, craftsmanship
and human connection gradually gave way to
black ceilings, concrete walls and venues that
could exist almost anywhere.

Entertainment became more efficient.
It became less memorable.

HYPE House isn't recreating history.
It's continuing the future those places deserved.

HISTORY STOPPED. | HYPE HOUSE STARTS AGAIN.

IT STARTS WITH *BRUNCH CLUB.*

ONE EVENT. THE FRONT DOOR TO
THE ENTIRE **HYPE!** ECOSYSTEM.

Brunch Club is intentionally designed to introduce new guests to HYPE!. It showcases our talent, creates premium content and builds lasting relationships that power everything that follows.



FIRST VISIT
Becomes a member



ONE TABLE
Returns with friends



ONE CELEBRATION
Creates lifelong memories



ONE VIDEO
Markets the next event



ONE GREAT DAY
Starts a long-term relationship

WHY BRUNCH CLUB MATTERS



It's the easiest way to experience HYPE!. It showcases our talent, creates content, builds community and drives memberships, bookings and repeat visits. Every event grows the audience for everything that follows.



NEW AUDIENCES
Every event introduces hundreds of new guests.



PREMIUM EXPERIENCE
Unforgettable service, entertainment and atmosphere.



CONTENT ENGINE
Every event becomes social media, reels and press.



MEMBERSHIP GROWTH
Guests become loyal members and regular visitors.



MULTIPLE REVENUE
Tickets, VIP tables, drinks, food, upgrades and partnerships.



TALENT SHOWCASE
The best performers. The best energy. Every single time.

BRUNCH CLUB ISN'T THE DESTINATION. IT'S WHERE THE JOURNEY BEGINS.

THE **HYPE!** INTELLIGENCE LAYER
POWERED BY
HYPE!
OS

WE UNDERSTAND.
WE PERSONALISE.
WE ELEVATE.

Every interaction creates insight.
Every insight creates better experiences.
Every experience drives loyalty.

GUEST INTELLIGENCE
KNOW. GUIDE. CONNECT.



THE BENEFITS

-  **PERSONALISED EXPERIENCES**
Tailored recommendations that feel effortless.
-  **MORE RELEVANT EVENTS**
The right events, at the right time.
-  **VIP TREATMENT**
Recognised, valued and rewarded every time.
-  **SEAMLESS JOURNEYS**
From discovery to loyalty.
-  **MEMORIES THAT LAST**
The experiences guests talk about and return for.



DATA CAPTURE

Every touchpoint captures valuable guest insights.



INTELLIGENT ANALYSIS

Our system connects the dots to understand what matters.



PERSONALISED ACTIONS

Real-time recommendations and experiences that drive engagement.



LOYALTY & LIFETIME VALUE

Stronger relationships.
More visits.
More advocacy.

ONE ECOSYSTEM. | ONE INTELLIGENCE LAYER. | COUNTLESS POSSIBILITIES.

THIS IS JUST
ONE VENUE.

THE STORY
IS MUCH BIGGER.

HYPE!
HOUSE

ACT VI — OUR ADVANTAGE

HYPE BUSINESSES DON'T FOLLOW TRENDS.

THEY SET THEM.

IT'S POWERED BY
THE HYPE ECOSYSTEM.

We've built the infrastructure.
Our ecosystem fuels every brand,
every experience and every
opportunity we create.

HYPE!
AGENCY

-  TALENT ACQUISITION
-  TRAINING & DEVELOPMENT
-  STAFFING SOLUTIONS

HYPE!
HOUSE

-  CREATOR LIVING
-  CONTENT CREATION
-  COLLABORATION SPACE

BRUNCH
CLUB

-  PREMIUM EVENTS
-  COMMUNITY & NETWORKING
-  EXCLUSIVE EXPERIENCES

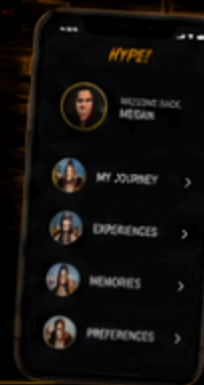
HYPE!
ORIGINALS

-  DOCUMENTARY CONTENT
-  MARKETING ENGINE
-  BRAND AMPLIFICATION

ONE ECOSYSTEM.
ENDLESS OPPORTUNITIES.

HYPE!
OS

-  GUEST INTELLIGENCE
-  OPERATIONS PLATFORM
-  PERSONALISATION ENGINE



ONE ECOSYSTEM.
CONNECTED. ALIGNED. SHARED.



SHARED INFRASTRUCTURE.
BUILT ONCE. POWERING EVERY DIVISION.



LOWER COST TO SCALE.
LEVERAGE. EFFICIENCY. COMPOUNDING ADVANTAGE.

BUILT TOGETHER. BUILT TO LEAD.

THE *ASK.*

WE'RE SEEKING FOUNDING STRATEGIC PARTNERS TO HELP ACQUIRE, BUILD AND LAUNCH **THE FIRST HYPE! HOUSE.**

We're building more than a venue. We're building the next chapter of entertainment — a scalable ecosystem powered by talent, technology and unforgettable experiences.

WELCOME
TO THE
NEXT CHAPTER

HYPE!
HOUSE

VIBE CAM
TABLE 07

WE ARE LOOKING FOR PARTNERS WHO CAN HELP US WITH:



STRATEGIC CAPITAL

Provide the funding to acquire, transform and launch the first HYPE House flagship and drive long-term growth.



PROPERTY EXPERTISE

Help identify, secure and structure the right freehold opportunities that align with our vision and investment criteria.



HOSPITALITY LEADERSHIP

Bring operational excellence and industry knowledge to build a world-class guest experience and high-performing team.



COMMERCIAL PARTNERSHIPS

Open doors, unlock opportunities and accelerate brand growth through strategic introductions and partnerships.



THE RIGHT PARTNERS WON'T JUST HELP FUND HYPE. **THEY'LL HELP DEFINE IT.**

