

HYPE! OS

THE INTELLIGENCE LAYER
POWERING THE ENTIRE ECOSYSTEM

A connected experience platform designed
to understand people, enhance every journey
and create extraordinary value.

BUILT FOR WHAT'S NEXT.



SOMEWHERE ALONG THE WAY...
WE STOPPED DESIGNING TO
AMAZE PEOPLE.



TODAY'S *REALITY*

-  Hospitality.
-  Dining.
-  Work.
-  Family.
-  Entertainment.

Became efficient.
Became streamlined.
Became advanced.
Became stronger.
Yet somehow...

*THEY ALL BEGAN
TO FEEL REMARKABLY THE SAME.*

WHAT PEOPLE STILL *WANT*

-  Wonder
-  Anticipation
-  Belonging
-  Atmosphere
-  Human connection
-  Stories worth telling

THE WORLD HAS ALREADY MOVED ON.
MOST EXPERIENCES HAVEN'T.

2

WHAT IS *CHANGING*



IMMERSIVE
PERSONAL
INTERACTIVE
SHAREABLE
COMMUNITY-DRIVEN
WORTH RETURNING TO

WHAT THIS *CREATES*

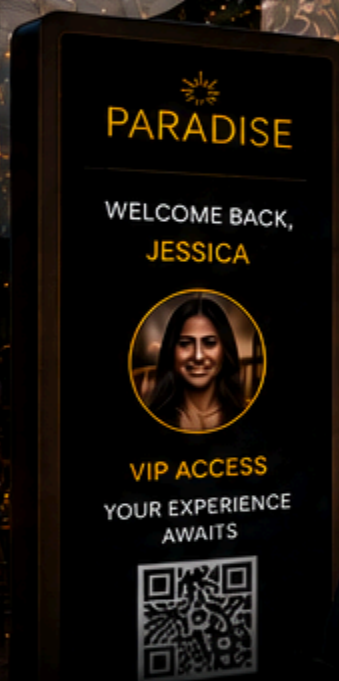


EXPERIENCE-LED DESTINATIONS
CONNECTED ECOSYSTEMS
PERSONALISATION
REPEAT ENGAGEMENT
LIFETIME RELATIONSHIPS

THE NEXT GENERATION OF EXPERIENCES WON'T COMPETE ON EFFICIENCY.
THEY'LL COMPETE ON HOW THEY MAKE PEOPLE FEEL.

EXPERIENCES ARE BECOMING
EXPECTED TO KNOW PEOPLE.

OPPORTUNITY



WHAT *PEOPLE EXPECT NOW*

Experiences that feel personal.
Technology that feels effortless.
Atmospheres worth returning for.
Places that know them.
Moments worth sharing.
Communities they belong to.

THE *OPPORTUNITY*

The businesses that combine:



Emotion



Atmosphere



Technology



Personalisation



Community



Entertainment

...will define the **next generation of experiences.**



THE NEXT GENERATION OF EXPERIENCES WON'T BE BUILT AROUND TRANSACTIONS.

THEY'LL BE BUILT AROUND RELATIONSHIPS.

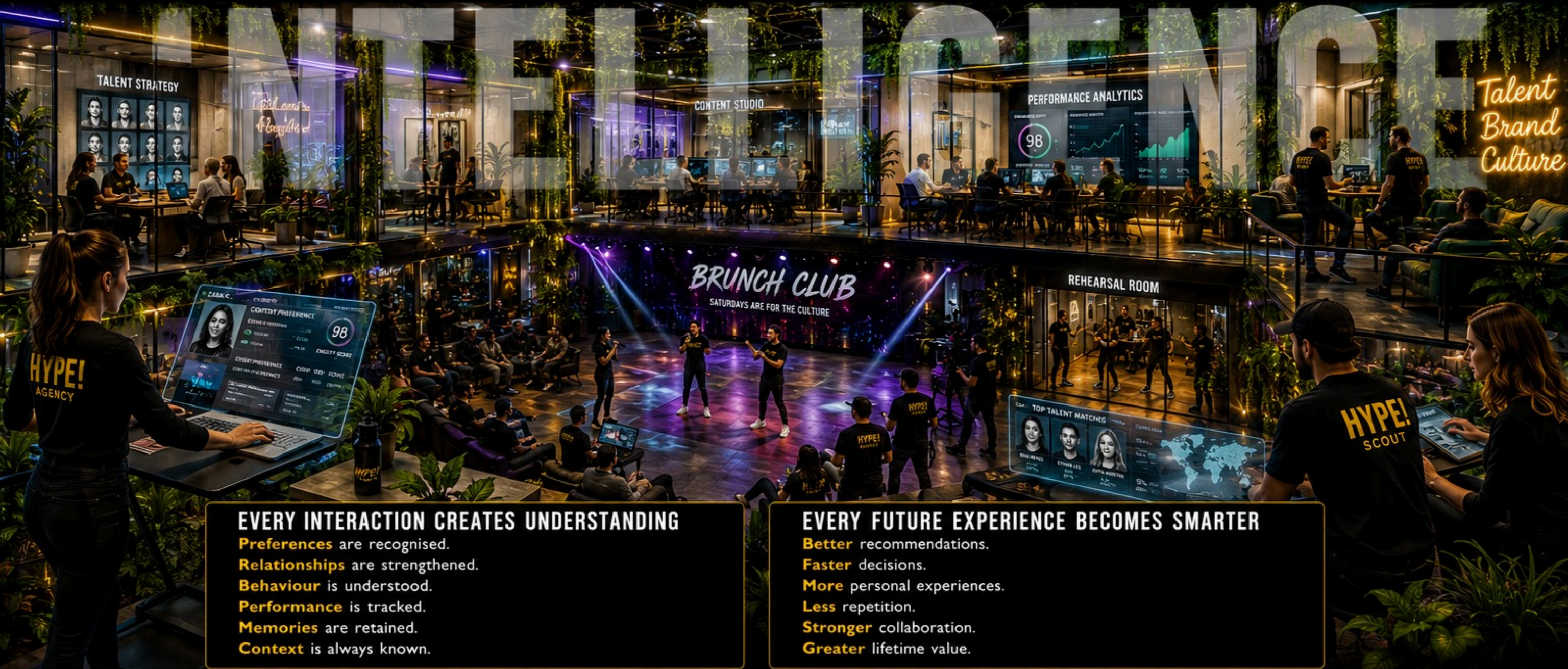


ACT II — THE SOLUTION

HYPE! OS

ISN'T AN APP.

IT'S THE INTELLIGENCE LAYER BEHIND EVERY EXPERIENCE.



EVERY INTERACTION CREATES UNDERSTANDING

Preferences are recognised.
Relationships are strengthened.
Behaviour is understood.
Performance is tracked.
Memories are retained.
Context is always known.

EVERY FUTURE EXPERIENCE BECOMES SMARTER

Better recommendations.
Faster decisions.
More personal experiences.
Less repetition.
Stronger collaboration.
Greater lifetime value.

EVERY INTERACTION MAKES THE NEXT ONE BETTER.

THAT'S THE POWER HYPE! OS.

ONE EXPERIENCE CAN BE COPIED. AN *ECOSYSTEM* CAN'T.



PARADISE
CREATING DESTINATIONS



AGENCY
BUILDING TALENT



HYPE HOUSE
CREATING MOMENTS

HYPE!

OS

POWERING EVERY CONNECTION



BRUNCH CLUB
BUILDING CULTURE



CAMP HYPE
DEVELOPING PERFORMERS



HYPE OS
CONNECTING EVERYTHING

EVERY BUSINESS BECOMES SMARTER BECAUSE EVERY BUSINESS **LEARNS TOGETHER.**

CONNECTED BUSINESSES CREATE *CONNECTED EXPERIENCES.*

EVERY GUEST STARTS WITH A BOOKING. *THEY LEAVE WITH A STORY.*

The HYPE! Passport is a living profile that grows with every interaction across every world.

RECOGNISED
From arrival to every visit.

REMEMBERED
The details that matter.

CONNECTED
People, places, moments.

PERSONALISED
Every time. Effortlessly.

HYPE! PASSPORT

STAFF APP



WELCOME BACK,
ALEX MORGAN

HYPE! MEMBER

MEMBER SINCE 2027

48

EXPERIENCES

6

VISITS

12

DESTINATIONS

£24.6K

LIFETIME VALUE

MEMORIES

VIEW ALL



PROPOSAL
Afterglow · May 2029



BRUNCH CLUB
Mayfair · Apr 2029



DINNER & A SHOW
HYPE House · Dec 2028



PARADISE
Calypso · Jul 2028



BIRTHDAY CELEBRATION
Eclipse · May 2028

FAVOURITE PLACES

VIEW ALL



AFTERGLOW
PARADISE



CALYPSO
PARADISE



HYPE HOUSE
DINNER & A SHOW



ATLANTIS
PARADISE

FAVOURITE EXPERIENCES



SUNSET
DINNERS



LIVE
MUSIC



PRIVATE
EVENTS



BEACH
CLUBS



WELLNESS &
RECOVERY

PREFERENCES

EDIT



Window Seating



Spicy Food



Old Fashioned



Jazz Night



VIP Booths



Surprise Moments

FRIENDS

VIEW ALL



JOURNEY TIMELINE

2027
FIRST VISIT



2028
PARADISE



2029
AGENCY EVENT



2030
PROPOSAL



2031
RETURNED AGAIN



AND THE
STORY CONTINUES

ONE PROFILE. EVERY TOUCHPOINT. *A LIFETIME OF CONNECTION.*

HYPE! OS IN ACTION

THE GUEST SEES MAGIC.

**HYPE! OS
MAKES IT POSSIBLE.**

From the moment they arrive
to the memories they take home,
HYPE! OS powers every connection,
every moment, every time.



RECOGNISED

From arrival
to every visit.



REMEMBERED

The details
that matter.



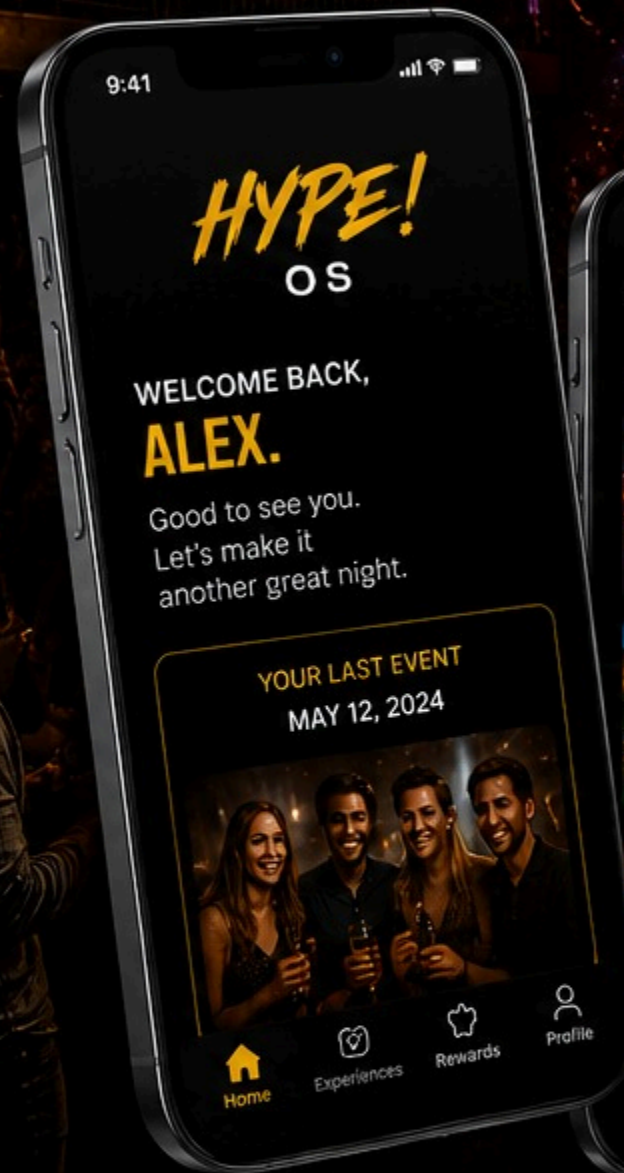
CONNECTED

People, places,
moments.



PERSONALISED

Every time.
Effortlessly.



**HYPE!
HOUSE**



DIGITAL PASSPORT

Your journey. All in one place.
Access your events, preferences
and perks anywhere.



SMART RECOMMENDATIONS

Tailored suggestions
based on what you love.
Right experience. Right time.



LIVING MEMORIES

Your best moments,
captured, curated and
ready to relive.



REAL IMPACT

Your engagement helps
protect paradise and
support local communities.



INTELLIGENT RECOGNITION

Knows guests,
preferences &
history.



LIVING MEMORIES

Captures & curates
every moment
automatically.



CELEBRATION ENGINE

Detects, notifies &
creates unforgettable
moments.



AI PHOTOGRAPHY

Captures the best.
Delivers automatically.
No effort for guests.



VIBE CAM

Real-time crowd
energy & reactions
made shareable.



DYNAMIC RECOMMENDATIONS

Right moment.
Right experience.
Every time.



SMART RUN OF SHOW

Every moment
planned, timed &
executed perfectly.



VIP INTELLIGENCE

Recognise. Delight.
Elevate every
VIP experience.



LIFETIME PASSPORT

One profile.
Every venue.
Every memory.



RELATIONSHIP ENGINE

Stronger loyalty.
More visits.
More value.

THE GUEST SEES MAGIC. **HYPE! OS MAKES IT POSSIBLE.**

WE'RE NOT BUILDING FEATURES. WE'RE BUILDING THE FUTURE OF HOW PEOPLE *EXPERIENCE LIFE.*

HYPE! OS powers environments that adapt, respond and evolve in real time — creating moments that feel different every time, and unforgettable every time.



ADAPTIVE ENVIRONMENTS

Spaces respond in real time to energy and context.



IMMERSIVE TECHNOLOGY

Sights, sound, scent and motion. Perfected.



SMART PERSONALISATION

Tailored experiences for every guest.



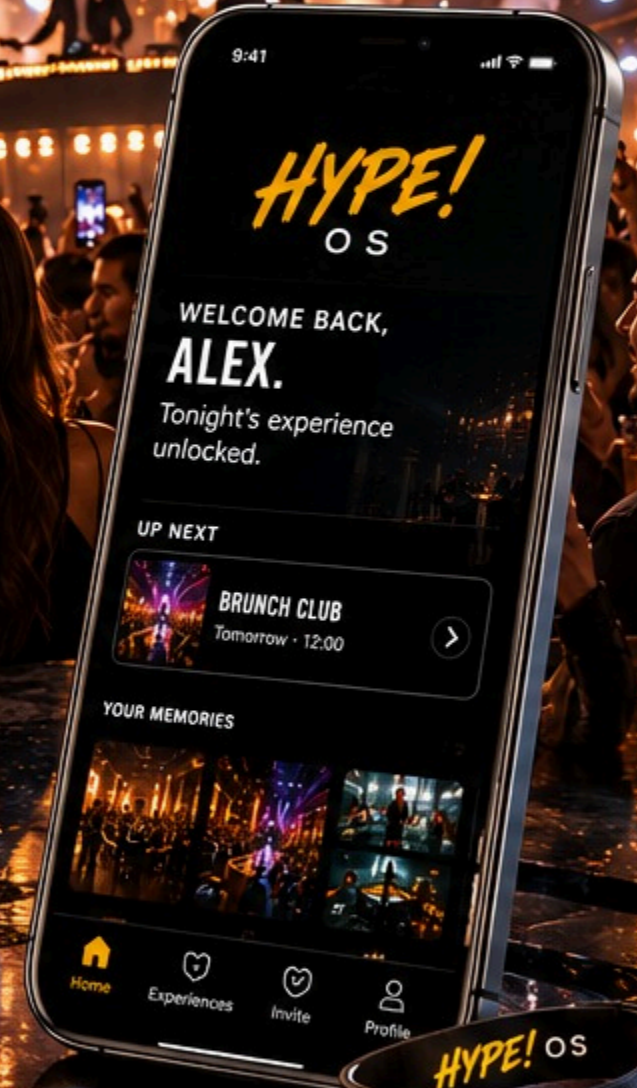
LIVING MEMORIES

Captured, curated and ready to relive.



ONE ECOSYSTEM ENDLESS POSSIBILITIES

Connected experiences across every destination.



THE TECHNOLOGY IS INVISIBLE. *THE EXPERIENCE IS UNFORGETTABLE.*

HYPE!
OS

HYPE! OS

BUILDING

THE INTELLIGENCE LAYER

A PHASED ROADMAP TO BUILD THE WORLD'S
MOST CONNECTED EXPERIENCE ECOSYSTEM.



PHASE ONE

THE FOUNDATION



PHASE TWO

EXPAND THE ECOSYSTEM



PHASE THREE

DESTINATION INTELLIGENCE



WE'RE NOT BUILDING AN APP. *WE'RE BUILDING THE INTELLIGENCE LAYER* BEHIND THE FUTURE OF EXPERIENCES.



BUILT
INSIDE
HYPE.

READY FOR
THE WORLD.

HYPE!
OS



HYPE!

— OS —

ISN'T A PRODUCT.

IT'S A COMPOUNDING ADVANTAGE.

One intelligence system
powering every experience.
The more it's used,
the **stronger** it gets.



ADAPTIVE ENVIRONMENTS

Spaces respond in real time to energy and context.



INTELLIGENT EXPERIENCES

Every interaction teaches the system.
Every moment gets better.



CONNECTED ECOSYSTEM

People, places, devices and data —
all working together.



COMPOUNDING INTELLIGENCE

More data. More context.
More value.
The advantage grows over time.



SOFTWARE CAN BE COPIED. *AN HYPE! ECOSYSTEM THAT LEARNS TOGETHER CANNOT.*



HYPE! OS

STRATEGIC PARTNERS. VISIONARY INVESTORS.

HYPE! OS is building the intelligence layer powering the future of entertainment, hospitality and experiences.

We're seeking strategic partners and investors who share our vision and want to help shape the future with us.

ONE ECOSYSTEM.
ENDLESS POSSIBILITIES.

*REAL IMPACT.
GLOBAL SCALE.*

HYPE!
OS

HYPE!
HOUSE

HYPE!
AGENCY

HYPE!
CAMP
HYPE!

HYPE!
KIDS

HYPE!
PARADISE
RESORT

HYPE!
FLEET

WE ARE LOOKING FOR PARTNERS WHO CAN HELP US:



ACCELERATE OUR GROWTH

Bring expertise, capital
and global reach.



SHAPE THE FUTURE

Help define the next era
of intelligent experiences.



CREATE LONG-TERM VALUE

Be part of a platform designed
to lead for decades.



BUILD A GLOBAL LEGACY

Redefine how the world
experiences life together.

WE'VE BUILT THE VISION.
BUILT THE FOUNDATION.
NOW WE'RE BUILDING THE FUTURE.

LET'S CREATE SOMETHING *UNFORGETTABLE.*

HYPE! OS