

Gravity secures up to £30m funding to continue growth

- **Gravity will launch Gravity Max at Liverpool One in H1 2023**

Castleford, United Kingdom (February 27, 2023) - Leading active entertainment brand Gravity has confirmed it has secured up to £30m in funding to deliver its growth and expansion plans. The funding has been provided by Sculptor Real Estate (“Sculptor”), the real estate business of Sculptor Capital Management, Inc. (NYSE: SCU).

Established in 2014 as a trampoline park operator, Gravity has evolved its offering and now leads the active entertainment market in the UK with 17 sites already in operation nationwide, plus this year’s newly opened international sites in Mauritius and a second location in Saudi Arabia, which both run as a franchise. This takes its franchise sites to six.

This new injection of funds will facilitate the business’ roadmap to grow and strengthen the brand. Having launched the next phase of its exciting offering in 2020 in Wandsworth, London, with the likes of e-karting, digi darts, urban golf and immersive gaming, they are on track to open new Gravity Max sites in Liverpool One, planned for H1 2023, and Westfield Stratford, scheduled for Q4 2023. The funds will also drive expansion with Gravity expected to announce a pipeline of venues in major UK cities as well as further growth overseas.

In addition Gravity will be investing in the refurbishment of existing Gravity Active sites for enhanced customer experience and marketing to drive customer acquisition and experience. There will also be a focus on further developing internal systems to improve the customer journey and boost advocacy and loyalty. In Q4 2022, Gravity announced a partnership with Reef to provide food and beverage services at its Wandsworth, London site.

Alongside operational improvements, the business plans to strengthen its senior leadership team with strategic hires in the coming months that will support wider growth and development of the brand.

Despite the economic climate, Gravity has continued to see high demand for its experiences.

Harvey Jenkinson, Co-Founder and CEO at Gravity, commented, “This funding has come at a pivotal and exciting time for Gravity with the launch of our Gravity Max brand at Liverpool One and London Westfield Stratford this year. We are thrilled to build our relationship with Sculptor on this investment. This backing will help us realise the full potential of the Gravity brand, ensuring the rollout of our business plan and achievement of strategic objectives. We look forward to further establishing Gravity as the international name in active entertainment and providing our customers at every site with the best possible experience.”

Will Dear, Co-Head of European Real Estate for Sculptor, said “Gravity is at the forefront of experiential leisure trends with a track record of driving customer footfall and dwell time around its locations. We are excited about our investment and to support the business plan and growth of the leading player in active entertainment.”

Gravity is backed by Guinness Asset Management and was advised on the transaction by KPMG Corporate Finance and Irwin Mitchell.

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ABOUT GRAVITY

Founded by Harvey Jenkinson, Michael Harrison and Simon Whicker, Gravity was established in 2014 to push the boundaries of excellence in the active entertainment and leisure sector. It is also a full member of the International Association of Trampoline Parks which aims to improve and drive standards within the industry with the Gravity Co-Owner Harvey Jenkinson sits as Chairman on the board of directors, helping to support the implementation of European wide standards within the sector.

Employing over 600 full and part-time staff, the brand has become a key feature on the high-street and shopping centres it operates in, evolving from trampoline parks to include diverse active leisure experiences for a wider audience. Gravity Max provides day-to-evening entertainment and competitive socialising for families and adults, featuring e-karting, digi darts urban golf and immersive gaming, and many more. Gravity Active caters to children and families, featuring trampolines, climbing walls and inflatables, among others.

Gravity has evolved to become a multi-product operator with over 30 different activities for families and individuals to enjoy in the UK, Europe and Middle East.

ABOUT SCULPTOR CAPITAL MANAGEMENT

Sculptor is a leading global alternative asset management firm with over \$35 billion in assets under management specializing in real estate, credit, and multi-strategy investment products. Sculptor's real estate business was founded in 2003 and has invested in over \$18 billion of real estate assets across 28 different real estate related asset classes including direct equity investments, preferred equity structures, ground leases, senior loan, mezzanine loans, among other real estate investments. For more information, visit www.sculptor.com.

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