



ARCADE

AN UNPRECEDENTED GLOBAL PARTNERSHIP WITH THE WORLD'S PREMIER RACING BRAND

PROVEN TRACK RECORD

Co-founder of some of the most successful experiential hospitality brands to hit the UK and US markets

TEAM BACKGROUND



MANAGEMENT TEAM

Highly experienced management team with a proven track-record of creating, managing and successfully scaling global hospitality brands.



ADAM BREEDON
FOUNDER & CEO



DIANE JERVIS
GLOBAL PRESIDENT & COO



JON GARDNER
US PRESIDENT



JONATHAN PETERS
GLOBAL PRESIDENT & CFO



STEPHEN MURPHY
CHAIRMAN



STEVE LANE
FRANCHISE DIRECTOR



An immersive, state of the art F1 racing simulation experience, gamified for a mass audience in a premium venue with 'best in class' hospitality and design



BESPOKE CUTTING-EDGE SIMULATORS

Designed by Vesaro, the world's leading simulator company.

Full customizable 'pitch, roll and heave' motion intensity with cutting edge motion platform

Ultrawide 'floating' gaming and display screens for visual immersion, creating optimal visual perspective for the racer

Signature racing seat with Direct Drive steering system and full metal construction pedals

Built-in voice enabled microphone system linked to other sims

Fully integrated audio system with headrest mounted speakers and digital power amplifier



GOURMET FOOD & BEVERAGE

Gourmet food menus will be designed specifically for an activity based venue with dining limitations.

High quality dishes are delivered in the most operationally efficient way to ensure speed of service at high volumes, to service groups of all sizes.

Impactful and dramatic champagne cocktail bar, inspired by the glamorous history of F1. Impressive list of champagne cocktails creatively crafted using smoke and liquid nitrogen to emulate the drama of the track.

The bar stocks the finest premium spirit range and an impressive array of craft beers.



WATCH PARTIES

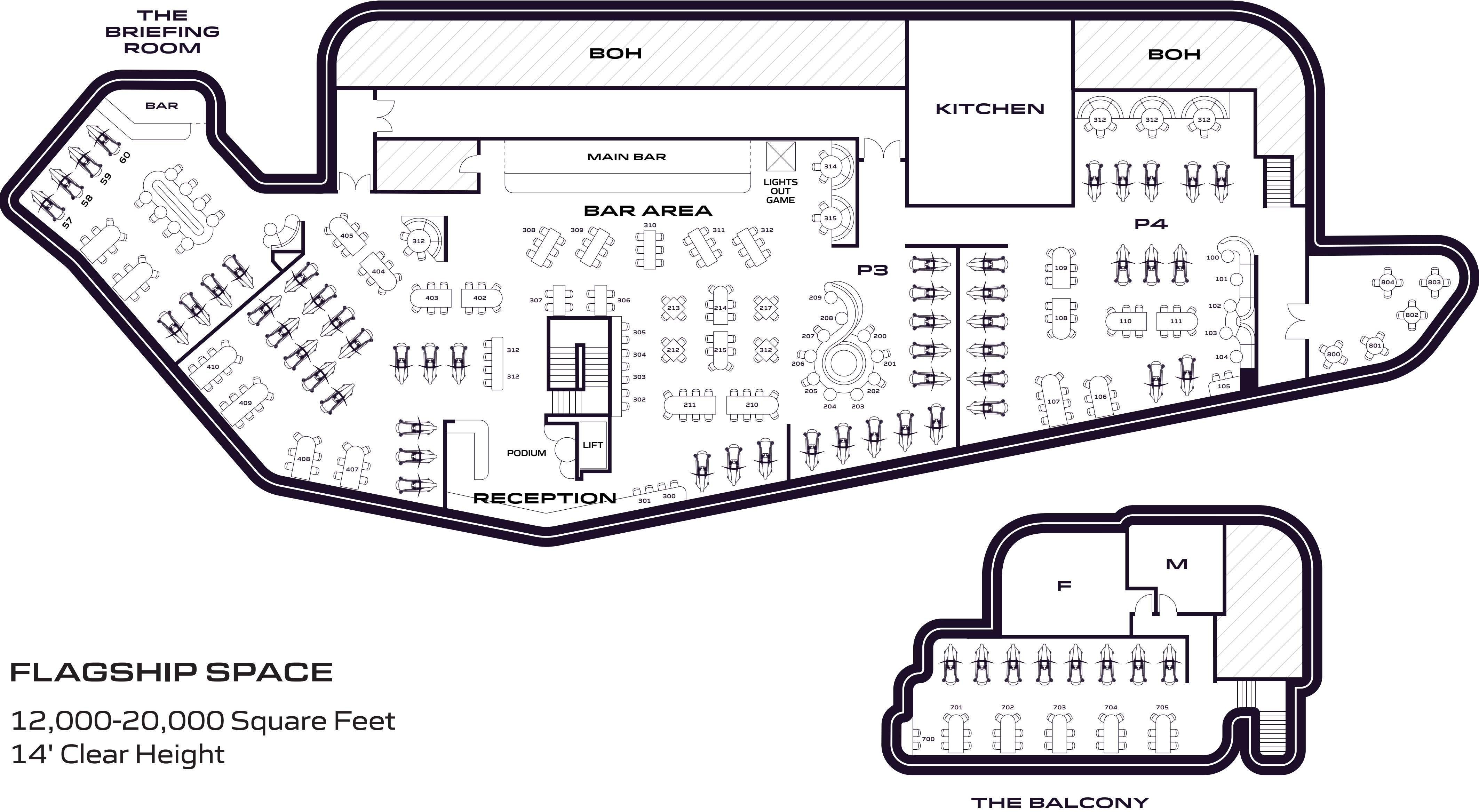
Ticketed watch parties are held on each F1 Grand Prix™ race day!

These consistently sold out events offer an immersive race watching environment with open sim racing paired with gourmet food and beverage.

With races falling on Sunday mornings in the US, these events create immense traffic and buzz during typically off-peak hours!

LAYOUT

SPACE PLANNING



FLAGSHIP SPACE

12,000-20,000 Square Feet
14' Clear Height



PIPELINE

U.S. EXPANSION

BOSTON SEAPORT
OPENED APRIL 2024

DC UNION MARKET
OPENED OCTOBER 2024

PHILADELPHIA
OPENED JUNE 2025

DENVER
OPENED SEPTEMBER 2025

LAS VEGAS STRIP
OPENING FALL 2025

ATLANTA
OPENING 2026

CHICAGO
OPENING 2026

NASHVILLE
OPENING 2027

THANK YOU

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 **ARCADE**