

S P A C E A N D P E O P L E

ROCK UP & POP UP
MINDFUL LIVING
LAKESIDE



2022 ANNUAL REPORT AND FINANCIAL STATEMENTS INVESTOR PRESENTATION

MAY 2023

SPACEANDPEOPLE FINANCIAL HIGHLIGHTS

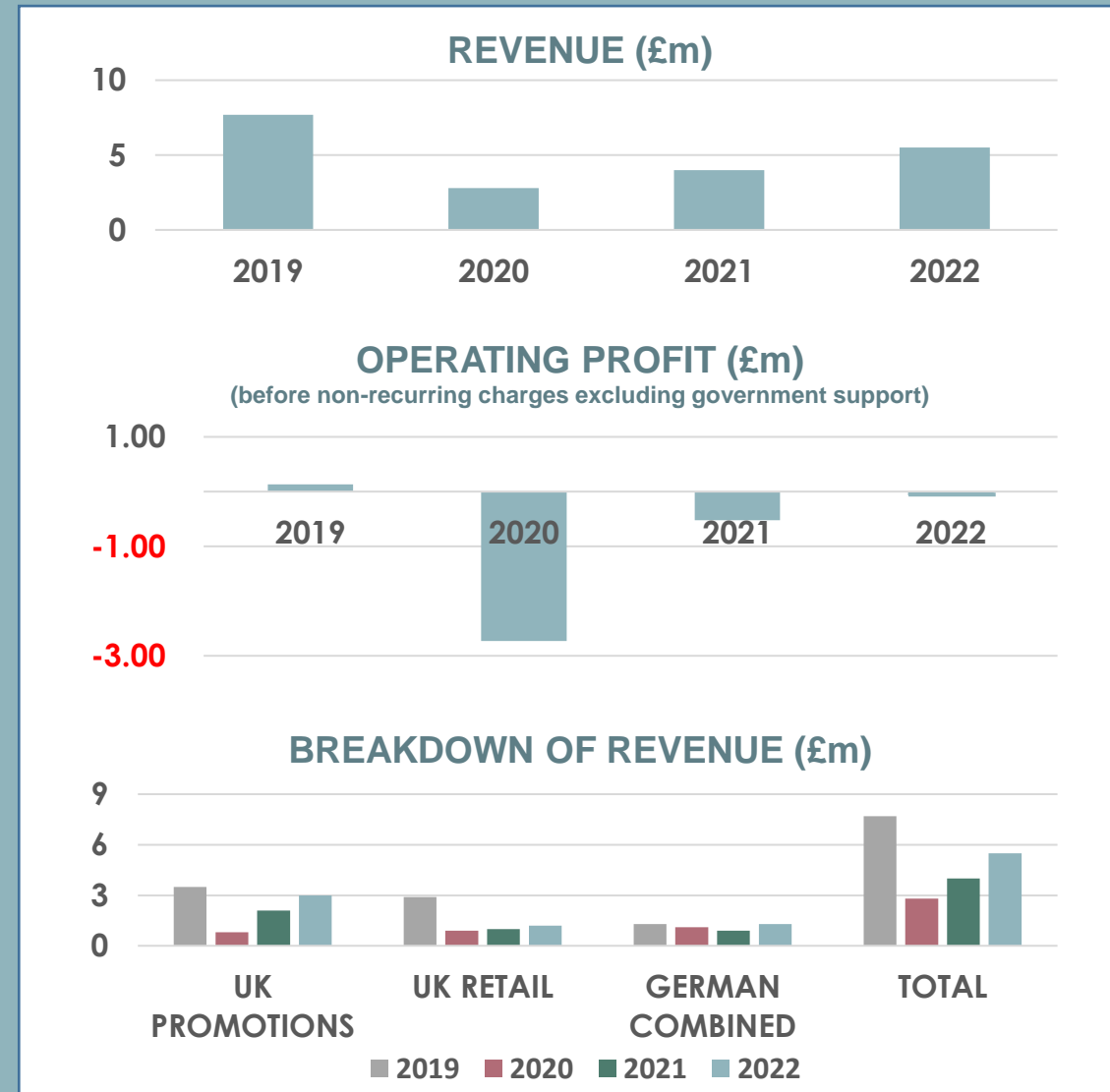
Net revenue up 28% to £5.5m (2021: £4.0m) due to improved performance across all divisions

Operating loss before non-recurring costs and government support of £0.07m (2021: £0.52m)

Net cash inflow of £0.50m (2021: £0.54m)

Available cash and bank facilities of £2.6m (2021: £2.1m)

Basic loss per share before non-recurring charges and discontinued operations of 11.0p (2021: earnings of 8.8p) primarily as a result of interest and tax costs



SPACEANDPEOPLE OPERATIONAL HIGHLIGHTS

Strong performance even though Q1 was still affected by COVID

Pop Up Retail remained strong throughout year and new product Rock Up and Pop Up was launched

Brand Experiences took longer to return, but reported a very strong Q4 despite rail strikes affecting key promotional sites

German business took first steps into further **international expansion** with opening of units in Austria



SPACEANDPEOPLE UK PERFORMANCE

Promotional revenue increased by 41% to £3.0m (2021: £2.1m)

Retail revenue increased by 21% to £1.2m (2021: £1.0m)

New retail product Rock Up and Pop Up designed to attract nascent retailers launched

New website resource for brand agencies to assist research and buying launched
www.experimentalspace.co.uk

The screenshot displays the Experiential Space website interface. The top navigation bar includes 'Home', 'About Us', 'Contact Us', and 'Log In'. The main header features the tagline 'Connect with your target audience in our amazing locations:' followed by a search bar and a 'Find the ideal location for your experiential campaign' button. Below this, a 'Trending Locations' section lists cities like London, Liverpool, Edinburgh, Glasgow, Birmingham, Cardiff, Leeds, and Manchester. A large video player shows an 'EXPERIENTIAL SPACE TRENDS REPORT 2022/23'. The 'What type of venues are you interested in?' section offers filters for 'TRAIN STATIONS', 'SHOPPING VENUES', and 'EXTERNAL VENUES AND SITES'. The 'Curated for You' section displays various experiential campaigns. The 'Central London Venues' section lists specific locations like 'The British Museum' and 'The Tate Modern'. On the right, a detailed view of the 'Lakeside Shopping Centre' is shown, including its location, daily prices, and a 'DISCUSS YOUR CAMPAIGN WITH US' contact form.

Connect with your target audience in our amazing locations:

Find the ideal location for your experiential campaign.
www.experimentalspace.co.uk is part of the SpaceandPeople Group

Trending Locations

LONDON LIVERPOOL EDINBURGH GLASGOW BIRMINGHAM CARDIFF LEEDS MANCHESTER

EXPERIENTIAL SPACE TRENDS REPORT 2022/23

What type of venues are you interested in?

TRAIN STATIONS SHOPPING VENUES EXTERNAL VENUES AND SITES

Curated for You

Central London Venues

Lakeside Shopping Centre

Daily Prices from £1,500

5 Stars Sampling Experiential Car Promotion

EXPERIENTIAL SPACE AT LAKESIDE SHOPPING CENTRE

Access site and demographic information to book space for sampling, promotion and experiential activation at Lakeside Shopping Centre.

Situated in Essex, Lakeside has over 200 shops, cafes, restaurants, and a 20-acre lake. Key tenants include House of Fraser, Marks & Spencer, Primark, Next, a Sainsbury's supermarket and a cinema. There is a beautiful lake area and an array of leisure facilities. Attractions include a Zip Line, a climbing wall, a rock climbing centre and a children's play area.

Demographic Info

246,000 Avg Weekly Footfall 100 ACORN Category: Comfortable Communities ACORN groups 100 Min Average Daily Time

40 Males / Year Visitor Frequency

Female 60%
Male 40%

Sites

Internal External

Experiential Sampling at Lakeside

Lakeside LM01
1.0km x 0.5km x 1.0km Near to House of Fraser, Costa Coffee, Next & M&S. Power: Yes **£9,500/week**

Experiential Sampling at Lakeside

Lakeside LM04
10.0km x 1.0km x 1.0km Near to Primark, Next, Sainsbury's. Power: Yes **£12,500/week**

Experiential Sampling at Lakeside

Lakeside LM0P
1.0km x 0.5km x 1.0km Near to Waterstones, Primark: Yes **£9,500/week**

Location

Lakeside Shopping Centre, West Thurrock, Grays, Essex RM20 2DP

Grays
Essex

SPACEANDPEOPLE GERMAN PERFORMANCE

Retail revenue increased by 48% to £1.3m
(2021: £0.9m)

Average number of kiosks in operation during
the year of 78 (2021: 56)

Cost base reduced by over £0.1m per annum
as a result of relocating office and reducing
headcount

Start of first trial in Austria with ECE, launching
2 retail units in Seiersberg



SPACEANDPEOPLE OUTLOOK

Continued growth in UK retail business

spearheaded through development and roll out of Rock Up and Pop Up kiosks

Focus on Brand Experience and adding data metrics to improve traction with agencies and attract higher media spend

Expansion of German retail further into Austria and possible additional territories

Expected return to profitability without further government support



SPACEANDPEOPLE SUMMARY

Core operational performance continues to recover to pre-pandemic levels

***Retail business remains strong** and new initiatives to encourage early stage and online retailers to launch in UK*

***Brand Ex business** anticipated to grow back to pre pandemic levels*

*Further investigations of **international expansion** opportunities*



BIG KID CIRCUS
XSITE BRAEHEAD

SPACEANDPEOPLE

PROFIT & LOSS

	2022	2022	2021	2021
	Net revenue	Operating profit / (loss)	Net revenue	Operating profit / (loss)
UK promotions	£3.0m	£0.94m	£2.1m	£0.72m
UK retail	£1.2m	£0.19m	£1.0m	£0.06m
German retail	£1.3m	£(0.03m)	£0.9m	£(0.33m)
Total	£5.5m	£1.10m	£4.0m	£0.45m
Government support		£0.06m		£0.67m
Head office costs		£(1.17m)		£(1.03m)
Operating loss		£(0.01m)		£0.09m

SPACEANDPEOPLE

CASHFLOW

	2022	2021
Operating cashflow	£1.10m	£0.60m
Taxation	£0.00m	£0.18m
Investing activities	£(0.14m)	£(0.08m)
Cashflow before financing	£0.97m	£0.70m
Movement in borrowings	£(0.46m)	£(0.16m)
Net cashflow	£0.50m	£0.54m
Cash balance	£1.88m	£1.38m

SPACEANDPEOPLE DISCLAIMER

This presentation should be read in conjunction with the RNS announcement published by SpaceandPeople plc (the “Company”) on 30 May 2023. This document has been sent to you by either Zeus Capital Limited (“Zeus”) who is authorised to carry on regulated activities by the Financial Conduct Authority (“FCA”) pursuant to the Financial Services and Markets Act 2000, as amended.

The information, statements and opinions set out in this presentation and subsequent discussion do not constitute a public offer for the purposes of any applicable law or an offer to sell or solicitation of any offer to purchase any securities or other financial instruments or any advice or recommendation in respect of such securities or other financial instruments. The information contained in this presentation and subsequent discussion, which does not purport to be comprehensive nor render any form of financial or other advice, has been provided by the Company and has not been independently verified by any person. No responsibility, liability or obligation (whether in tort, contract or otherwise) is accepted by the Company or any member of the Company or any of their affiliates or any of its or their officers, employees, agents or advisers (each an “Identified Person”) as to or in relation to this presentation and any subsequent discussions (including the accuracy, completeness or sufficiency thereof) or any other written or oral information made available or any errors contained therein or omissions therefrom, and any such liability is expressly disclaimed. No representations or warranties, express or implied, are given by any Identified Person as to, and no reliance should be placed on the accuracy or completeness of any information contained in this presentation, any other written or oral information provided in connection therewith or any data which such information generates. No Identified Person undertakes, or is under any obligation, to provide the recipient with access to any additional information, to update, revise or supplement this presentation or any additional information or to remedy any inaccuracies in or omissions from this presentation.

The release, publication or distribution of this presentation in jurisdictions other than the United Kingdom may be restricted by law and therefore any persons who are subject to the laws of any other jurisdiction should inform themselves about, and observe, any applicable requirements.

This presentation may contain and the Company may make verbal statements containing forward looking statements. No forward looking statement is a guarantee of future performance and actual results or performance or other financial condition could differ materially from those contained in the forward looking statements. These forward looking statements can be identified by the fact they do not relate only to historical or current facts. They may contain words such as “may”, “will”, “seek”, “continue”, “aim”, “anticipate”, “target”, “projected”, “expect”, “estimate”, “intend”, “plan”, “goal”, “believe”, “achieve” or other words with similar meaning. By their nature forward looking statements involve risk and uncertainty because they relate to future events and circumstances. A number of these influences and factors are outside of the Company’s control. As a result, actual results may differ materially from the plans, goals and expectations contained in this presentation. Any forward looking statements made in this presentation speak only as of the date they are made. Except as required by the FCA or any applicable law or regulation, the Company expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward looking statements contained in this presentation.

SPACEANDPEOPLE

investor-relations@spaceandpeople.co.uk
www.spaceandpeople.co.uk

3rd Floor, Delta House, 50 West Nile Street,
Glasgow, G1 2NP