THE PRAESEPE GROUP

PART OF THE GAUSELMANN GROUP.

A strong partner for more than 60 years.

39%

of employees are Male.

61%

of employees are Female.

Praesepe is a subsidiary of the family run **Gauselmann Group** who are based in Espelkamp (Germany). Over the last 60 years the group has grown to operate more than 700 venues across Europe under the Merkur Brand.

Millions of enthusiastic guests at home and abroad know our logo, the laughing MERKUR Sun , is a guarantor for the best Entertainment.

Praesepe employs over 1,600 people (61% female*) over the 5 Bingo Clubs, 160 High Street Gaming centres (73 High Street Bingos and 87 Adult Gaming Centres) and 5 Family Entertainment Centres under three main brands:

Merkur Cashino is an established brand in the UK and represents the very best in terms of exciting "slot gaming" entertainment through delivering to our customers the latest in venue product and atmosphere. These venues are known for their highly trained teams and first class face to face service.

Merkur Slots is a new up and coming brand in the UK bringing the latest fun slots & bingo experience in smaller sized High street locations.

Beacon Bingo clubs are very important to our customers in their local communities. Our teams strive to deliver not just great service but a bingo experience which focusses on ambience, safety and fun in a modern environment. The flagship venue at Cricklewood, in North London, is the largest in Europe.

*Data from 2020 Gender pay gap report

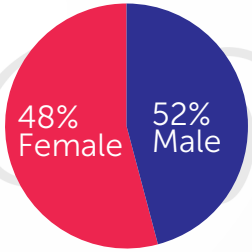
MYTHBUSTERS

“We are not betting shops”

Praesepe is one of the UK’s largest operators of High Street Adult Gaming Centres (AGCs). AGCs are often, unfortunately, put into the same category as betting shops. This is because there is a widespread misunderstanding of how AGCs operate and who our customers are. We want to address these misconceptions and demonstrate that a new AGC on your local high street is a good thing.

- Public concerns surrounding betting shops was largely due to the presence of Fixed Odds Betting Terminals (FOBTs). Our venues do not offer these types of machines. Our machines offer low stakes ranging from 10p to a maximumof £2. The average stake from our customer is between 30-40p. These machines have been around for many, many years.
- Our AGCs are where people come to spend their spare change, have a game of bingo and enjoy their favourite pastime in convenient locations.
- The market on the high street has evolved with venues now providing electronic bingo tablets.
- Our teams remain with the customers on the venue floor rather than behind a counter.
- We provide complimentary refreshments, teas and coffees, to customers and do not sell alcohol. Our staff will not allow anyone into the premises who appears to be intoxicated.
- Our venues operate a Think 25 policy whereby any person’s who look under 25 have to produce a form of photo ID.
- Our venues appeal to all ages with our membership gender database split of 52 % male / 48% female.

30-40p Average Stake



Database Customer Split

OUR OPERATION

“We are not noisy neighbours”

Whilst we sit within the leisure sector noise levels are very low and limited from our venues. We currently operate 24 hours in over 90 venues. Our customer base after midnight is predominantly the local entertainment workforce and shift workers who like to relax after their busy shifts.

- Our machines generate low levels of noise .
- We do not have tannoy systems that you find in seaside amusement centres .
- We only play background music like at any other high street shop.
- Customers tend to visit on their own or in couples. We rarely see large groups
- We are immensely proud of the fact that we have never had a licence revoked or even reviewed . Incidents are extremely rare. We simply do not generate noise and anti social behaviour.

* Membership Data from January 2020

OUR OPERATION

“We are not noisy neighbours”

Below are some quotes from a recent operational/patron noise assessment undertaken on one of our existing Cashino units seeking to extend their opening hours:

> “No breakout noise from the Cashino could be perceived...This is in part due to the double leaf doors which were nearly always closed.”

> “Patrons of the Cashino were noted to be very quiet and visited the premises alone or in a group of two. There was no shouting or any noise observed from patrons other than occasional mid range conversation on the street which lasted for a few seconds up to a minute only. Any sound generated by patrons was imperceptible against the ambient noise in the area.”

BENEFITS
To the High Street

Benefits for your High Street include:

- Investment from **£100,000** to **£250,000** in long standing vacant units.
- Increased footfall to the High street.
- Linked trips with other shops helping to support other businesses.
- Local Jobs of between 6-12 people depending on the hours of operation.
- We provide an important natural surveillance on the High Street, particularly late into the evenings.

Inspector appeal quotes have highlighted the following:

> The site's location close to the other shops and services would result in the potential for linked trips and associated footfall.
>
> *Hull*

> **I also consider that the proposed use of the appeal site as an adult gaming centre would be of greater benefit to the health of the shopping area than the use of the site as a betting office.**
>
> *Bournemouth*

> Leisure and entertainment uses are accepted and normal in town centres and form part of a mix that contributes to viability and vitality In appealing to a wide diversity of age and social groups, a broad range of retail offering is appropriate and adult gaming centres are an accepted part of many town centres as a part of the mix.
>
> *Chiltern*

> AGCs Attract customers in comparible numbers to the shops around them and are designed to compliment the shopping experience in town centres.
>
> *Bexley*

COMMUNITY & CHARITY

bacta charitable trust

Rays of Sunshine
Granting Magical Wishes Everyday

The Royal Marsden Cancer Charity

Teenage Cancer Trust

Great Ormond Street Hospital Charity

Praesepe has raised in excess of £1.2m for good causes since 2005 and currently supports the Bacta Charitable Trust.

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