



Landsec

Press release

Title Landsec signs Adam Breeden's new concept with Formula 1® to create unique racing simulation experience at One New Change

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Landsec has announced it has signed Adam Breeden's new immersive, state of the art Formula 1® racing simulation experience at One New Change, the City Of London's premier retail and leisure destination.

A first of its kind, the new attraction and global-first will bring something truly unique to London and One New Change, building on the growing popularity of one-of-a-kind leisure experiences and the increased demand for competitive socialising across the capital.

The new attraction will operate across 14,700 sq ft and will launch at One New Change in Q4 2022.

Fusing racing and gaming, with the fun of competitive socialising, and the glamour and spirit of F1®, the concept will cater to a wide range of groups and occasions, boasting an impressive feature bar with an extensive offering, surrounded by dining and drinks areas with elevated food menus.

Kindred Concepts, a new company founded by Adam Breeden, co-founder of Puttshack, Flight Club, Bounce, All Star Lanes and Hijingo, and backed by leisure and entertainment sector investor Imbiba, together with Formula 1®, will operate the new concept. As many as 30 venues will be rolled out worldwide by Kindred Concepts and Formula 1® in the next five years.

Marcus Geddes, Managing Director - Central London at Landsec, said: "The growing popularity of leisure across our retail destinations is driven by unique, one-of-a-kind experiences that can't be had anywhere else – and this world-first with Formula 1 goes above and beyond. The scale of this exciting new concept is a valuable addition to the City and its surrounding communities, and will provide guests at One New Change with an unforgettable day or night out."

Adam Breeden, Founder and Chief Executive Officer of Kindred Concepts, said: "When people come to one of our venues, we have to wow them and give them an unforgettable experience, and this new concept is going to take people's breath away. With our experience creating best-in-class concepts and operations, and the strength of the Formula 1 brand, we are going to take competitive socialising to the next level, marrying cutting edge technology, a premium F&B offering, and a stunning setting, with the unrivalled glamour and excitement of F1."



Ben Pincus, Director of Commercial Partnerships, Formula 1®, said: “We’re thrilled to partner with best-in-class operators on this global opportunity, which will create an incredible entertainment experience for a worldwide audience, and a go-to hospitality venue for Formula 1 fans and non-fans alike. The racing simulators will bring to life the experience of driving a Formula 1 car in a high-octane, stylish and fun environment, giving more people the opportunity to enjoy and get closer to the world of F1.”

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About Landsec

At Landsec, we build and invest in buildings, spaces and partnerships to create sustainable places, connect communities and realise potential. We are one of the largest real estate companies in Europe, with a £11 billion portfolio of retail, leisure, workspace and residential hubs. Landsec is shaping a better future by leading our industry on environmental and social sustainability while delivering value for our shareholders, great experiences for our guests and positive change for our communities.

About Kindred Concepts:

Kindred Concepts was founded by Adam Breeden, the pre-eminent figure in competitive socialising in the UK. Breeden co-founded Puttshack, Flight Club, Bounce, All Star Lanes and Hijingo, and was also the founder of multi-award winning cocktail bar and restaurant, The Lonsdale.

The senior management team includes chairman Stephen Murphy, former Group CEO of Virgin Group; CFO Jonathan Peters, formerly CFO for Caprice Holdings, Ivy Collection, Bill’s Restaurant, Birley Clubs and Everyman Cinemas; Chief Development Officer, Diane Jervis, who launched Bounce and brought Puttshack and Hijingo concepts to market, and COO Roberto Moretti, former UK COO of Puttshack and of Bills Restaurants.

Chief Technology Officer, Gavin Williams, was the Founder and CEO of Quander.io, delivering multi-sensory and measurable digital brand experiences for the likes of Sky, BMW and the NBA; Oliver Raison, Creative Product Director and Jonique Izidoro, Projects & Systems Director, both founding members of Adam’s core team as part of Bounce and creating and delivering Puttshack, Hijingo and AceBounce.

About Formula 1®:

Formula 1® racing began in 1950 and is the world’s most prestigious motor racing competition, as well as the world’s most popular annual sporting series. Formula One World Championship Limited is part of Formula 1® and holds the exclusive commercial rights to the FIA Formula One World Championship™.



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