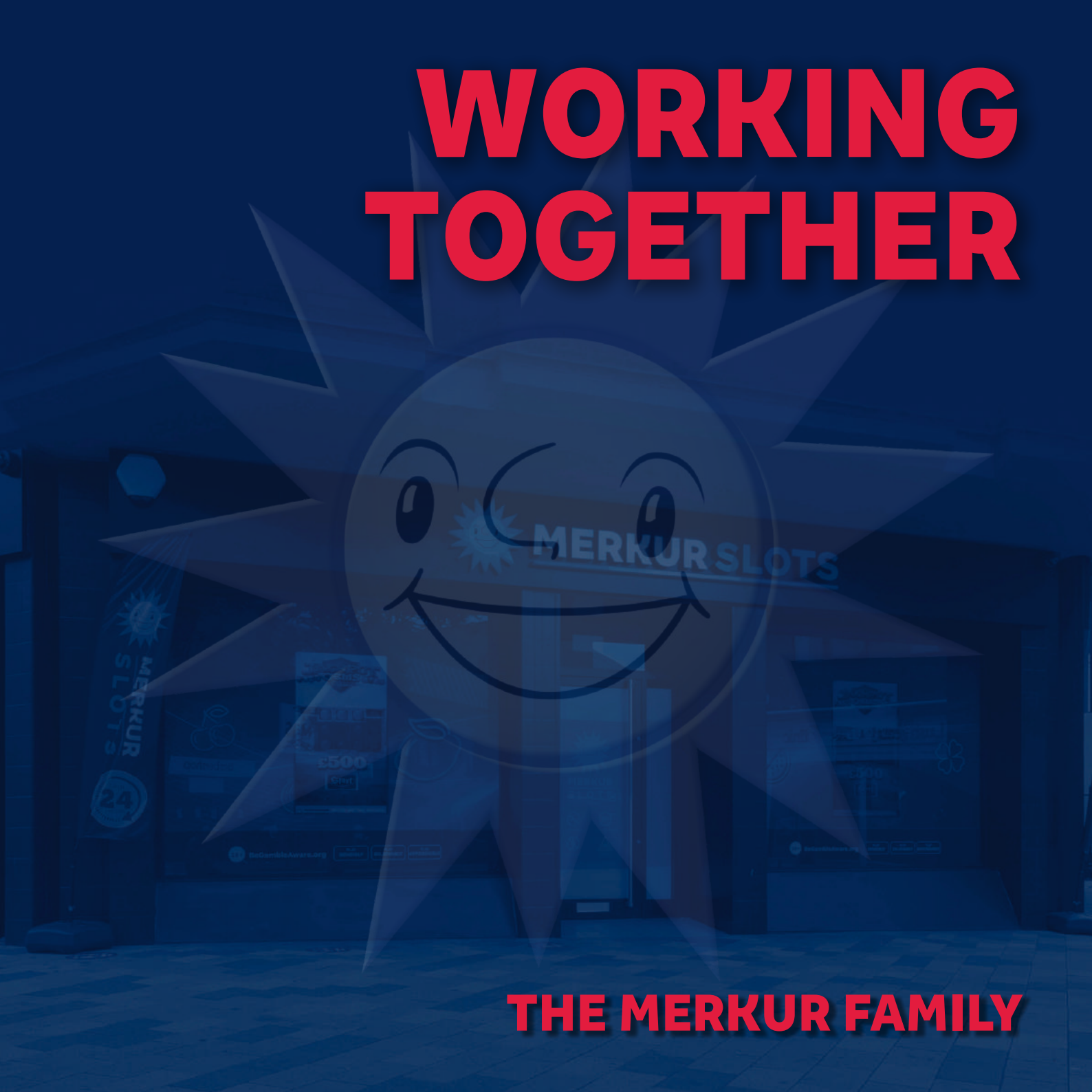
WORKING TOGETHER



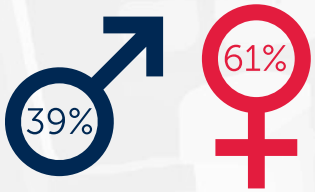
THE MERKUR FAMILY

PART OF THE GAUSELMANN GROUP

A Strong Partner For More Than 60 Years

Merkur Casino UK, formerly 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.

Merkur Casino UK employs over 1,600 people (61% Female) over 3 Bingo Clubs, over 180 High Street gaming centres and 3 Family Entertainment Centres under two main brands.



61% of employees are female

39% of employees are male

Merkur Slots is the main UK brand. All Merkur Cashino and Cashino Gaming venues will be rebranded into this new name over time. Our venues represent 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.

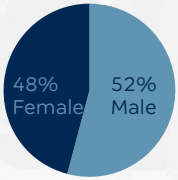
Merkur Bingo clubs, formerly Beacon Bingo, are very important to our customers in their local communities. Our teams strive to deliver not just great service but a Bingo experience which focuses on ambience, safety and fun in a modern environment. The flagship venue at Cricklewood, in North London, is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

MYTHBUSTERS
We Are Not Betting Shops

Merkur Casino UK 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 were 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 maximum of £2. 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 average stake from our customers is between 30-40p.



The market on the high street has evolved with venues now providing electronic bingo tablets.

Our venues operate a Think 25 policy whereby any persons 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.

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 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 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.

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.

Customers tend to visit on their own or in couples. We rarely see large groups.

We do not serve alcohol on our premises.

Our customer base after midnight is predominantly the local entertainment workforce and shift workers who like to relax after their busy shifts.

OUR OPERATION
We Are Not Noisy Neighbours

Patron surveys have been carried out on numerous sites that are operational 24-hours a day. Here the surveys observed that patrons were typically alone or in a couple or small group and normal-level conversation was the only sound recorded, which occurred infrequently. Some people occasionally stood outside and had brief conversations at normal speech level with no shouting or otherwise anti-social behaviour. It was noted that cars passing the sites generated greater LAmax levels than patrons and these events occurred more frequently. Below are some quotes from a recent operational/patron noise assessment undertaken on one of our existing Adult Gaming Centre units seeking to extend their opening hours:

> Patrons of the Adult Gaming Centre 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 the patrons was imperceptible against the ambient noise in the area.

> No breakout noise from the Adult Gaming Centre could be perceived... this is in part due to the double-leaf doors which were nearly always closed.

BENEFITS
To The High Street

Benefits for your High Street include:

Over 90% of new Merkur Slots venues occupy former vacant units.

Investment from £100,000 to £250,000 in long-standing vacant venues.

Linked trips with other shops helping to support other businesses.

Local jobs for between 6 and 12 people depending on the hours of operation.

Increased footfall to the High Street.

We provide an important natural surveillance on the high street, particularly late into the evenings.

INSPECTOR APPEAL QUOTES
Have Highlighted The Following:

1

Ballards Lane, Finchley, London *February 2021*

"Bringing the host property back into use would provide environmental benefits for the Finchley Church End Town Centre. In addition, there would be social and economic benefits for the locality, both from employment opportunities and the occupation of the building."

2

St Peter's Hill, Grantham *September 2020*

"The proposal could be expected to generate linked trips with cafes, bars, restaurants and other leisure facilities in the centre. The site's location in close proximity to public houses, restaurants and the new cinema would increase its potential to make a positive contribution to the vibrancy of the town centre in the evenings."

3

Sepulchre Gate, Doncaster *August 2020*

"The use proposed would support the vitality and viability of the town centre and bring a vacant unit back into use, facilitating a use which could add to the footfall and increase the opportunity for shared trips. It would also add to the evening economy being a use that would be open up to 24 hours, and also subsequently increase employment opportunities."

4

Holderness Road, Hull *August 2020*

"In relation to the proposed opening hours, the application submission indicates it would be in 24 hour operation on all days of the week. This is not unacceptable with its District Centre location. Thus, a restriction on the opening hours would also not be reasonable and necessary."

5

Vicar Street, Kidderminster *March 2020*

"I have not been provided with any substantive evidence that the proposed AGC would have an adverse impact on crime, anti-social behaviour, vulnerable groups and mental health and that it would add to the deprivation in the area."

COMMUNITY & CHARITY

Merkur Initiative

Supporting Local Charities and Good Causes

Amongst other charities, some of your donations have helped:

Merkur Casino UK has raised in excess of
£1.2 million for good causes since 2005

Please contact us

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