



## MEDIA RELEASE

# Australian competitive socialising provider expands to USA

*The company behind entertainment venues including Holey Moley, Hijinx Hotel, Archie Brothers Cirque Electriq and Strike Bowling is hitting the American market.*

**17 May, 2023** - Funlab, Australia's premiere creator of competitive socialising experiences, has announced its expansion to the USA market with three Holey Moley venues set to open across the next six months in Denver, San Francisco, and Austin.

Two of the venues were acquired and will continue trading until their Funlab refurbishment in August 2023 (Denver) and early 2024 (San Francisco), while Austin (opening mid-November 2023) will be an original design with 27 holes and a large outdoor area. Denver will also feature 27 holes and San Francisco will be transformed into 18 rounds of unique-themed mini-golf.

Each venue will encompass a mini golf course and bar that turns traditional putt putt into a multi-sensory experience, along with new, iconic pop-culture holes that will be localised to the area. Further offerings include working with local experts and consultants for food and beverage offerings, and additional dining options including expanded functions and events offerings.

The expansion follows 21 years of Funlab successfully creating immersive worlds of fun, across both Australia and New Zealand markets.

Funlab CEO Michael Schreiber said the expansion is an exciting chapter for Funlab, as they continue to build on the brand's success in Australia and New Zealand.

"We currently have 42 venues trading across four key brands in Australia and New Zealand, and over 2,200 Motherfunners (employees) in our business. With the success of these venues under our belt, we did research and found there was a strong demand for this style of concept in the U.S, and we knew it was time to launch into America and expand our offerings globally.

"This is a huge milestone in our company's growth and goal of encouraging guests to connect in real life for competitive socialising fun. We think our concepts will be widely embraced for our unique ability to take familiar, cherished concepts from the world around us, and transform them into extraordinary experiences," Mr Schreiber said.

Funlab recently celebrated the launch of its largest precinct to date in Australia at Chadstone - The Fashion Capital, which saw the launch of four venues under one roof: Hijinx Hotel, Archie Brothers Cirque Electriq, Strike Bowling, and Holey Moley.

Funlab is currently building a pipeline of further venue openings in the USA for Holey Moley venues as well as exploring opportunities for its other brands with a range of property partners.

“This is just the start of our journey together, as we begin to bring out-of-this-world fun to the American market and we hope Americans enjoy our Funlab venues, just as Australians and New Zealanders have done over the past two decades,” Mr Schreiber said.

Bookings for the concepts will open later in the year, with more information to come on the launch and specific details.

**-ENDS-**

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**About Funlab:**

Funlab is Australia's premiere creator of competitive socializing experiences.

From arcades, bowling alleys, mini-golf and much more, Funlab believes in taking familiar concepts and transforming them into immersive worlds of fun where people can connect in real life. Magnifying every small detail to create extraordinary experiences, Funlab operates 42 venues across 9 brands and over 2,200 employees.

**Note to editors:**

In 2020 Funlab was acquired by leading alternative asset management firm TPG, who has partnered with the company to help it achieve its growth ambitions.