



Press Release

Drayton Manor Park joins the Looping group

Paris, 3 August 2020

Looping Group is delighted to announce the acquisition of Drayton Manor Park located in the Midlands, nearby Birmingham (UK).

Drayton Manor Park, which attracts over 1 million visitors each year with its 100+ rides and attractions, Europe's only Thomas Land, a 15-acre conservation zoo and four-star hotel with 148 rooms and conference facilities, will make it the largest and one of the flagships in the Looping Group. Drayton Manor generates revenues of around £30 million per year.

The Bryan family, who have owned and run Drayton Manor Park since it first opened to the public in 1950, will remain a key part of the management structure under the new ownership, with William Bryan retaining his role as managing director.

Drayton Manor is the sixteen park and third park in UK for Looping Group. With such acquisition, Looping will count around 5,5 million visitors per year.

Laurent Bruloy, CEO and co-founder of Looping Group comments:

“We are thrilled to welcome Drayton Manor and its teams in our Group. I would like to commend the Bryan family who has, over three generations, been developing the park and made it one of the most beautiful references of our industry in the UK. We are deeply respectful about all that has been achieved by the teams.”

“We aim to continue the story and support Drayton Manor's development with the same entrepreneurial DNA and values that we share whilst keeping the strong local anchorage of the resort.

“I would especially like to thank Mubadala Capital our new financial partner and Bpifrance our historical partner for their support and the trust they have demonstrated in the current context, as well as Hayfin and BOI our debt providers.”

Stéphane Da Cunha, Managing Director and co-founder of Looping Group adds:

“We are delighted to join a very skilled management team which, associated to the Looping's management team and an ambitious investment project, will enable this theme park to become an increasingly attractive family destination and makes it a flagship site within Looping”.

The acquisition was done in the context of a Pre-pack administration process under which Looping Group acquired the Business and Assets of Drayton Manor, while retaining 100% of its team.

About Looping

Created in 2011, Looping is a leading operator of regional amusement parks in Europe. The group consists of 16 parks located in France, Switzerland, Netherlands, UK, Spain, Portugal and Germany. Proforma of the acquisition of Drayton Manor, Looping will count around 5,5 million visitors per annum for a turnover in excess of €140 million (pre-Covid19).

For more information on Looping, please visit www.looping-group.com.

About Drayton Manor

Located in the Midlands, at 20 minutes driving distance from Birmingham (UK), Drayton Manor is a regional them park, which attracts over 1 million visitors each year with its 100+ rides and attractions, Europe's only Thomas Land, a 15-acre conservation zoo and four-star hotel with 148 rooms and conference facilities. Drayton Manor generates revenues of around £30 million per year.

For more information on Drayton Manor, please visit Visit www.draytonmanor.co.uk