DUBAI PARKS & RESORTS

Press Release

Dubai Parks and Resorts launches 'Helmi' offering Emiratis training in USA as part of plans to hire more than 1,000 UAE Nationals

- *Part of the Emiratisation programme to hire more than 1,000 UAE Nationals within the coming 12 months Complements the Dubai Plan 2021 and 7-Year National Agenda to promote Emiratisation in one of the fast-growing industries*
- *Emirati graduates will be given the opportunity to learn the intricacies of theme park operations at the University of Central Florida in Orlando, USA*

Dubai, UAE; September 12, 2015: Dubai Parks and Resorts has launched its 'Helmi Programme', an innovative educational initiative that will offer Emirati talent the opportunity to gain deep expertise in the operations and management of theme parks in Orlando, USA as part of its exciting new plan to hire over 1,000 UAE Nationals.

As part of Helmi, Arabic for 'my dream,' which compliments the Dubai Plan 2021 and the 7-Year National Agenda to promote Emiratisation and empower National talent, Dubai Parks and Resorts will provide a scholarship programme for 10 UAE Nationals to undertake a six-month intensive study at the University of Central Florida in Orlando in Theme Park Management. A further 40 Emiratis will undertake the same course with a visiting faculty in Dubai.

Dubai Parks and Resorts, which last month launched a major Emiratisation programme to recruit more than 1,000 UAE nationals in the next 12 months, has signed an agreement with the Rosen College of Hospitality Management at the University of Central Florida, recognised as experts in theme park related education, to offer an exclusive certified programme for Emiratis.

Participants in the programme, which is open to Emirati graduates under the age of 25, and with a GPA of 3.5 or above, will receive practical and on the job placement at several theme parks, including LEGOLAND® Florida Resort. Another 40 nationals will complete their training in Dubai with visiting faculty from the Rosen College of Hospitality.

Helmi is one of three programmes launched by Dubai Parks and Resorts as part of its commitment to dedicate more than 1,000 jobs to Emiratis within the coming 12 months. Each programme will empower participants to become well-trained professionals, who will play a central role in driving the operations of the company's three theme parks, water park, hotel and retail and dining district in Dubai that are set to open in October 2016.

Raed Al Nuaimi, Chief Executive Officer of Dubai Parks and Resorts, said: "Dubai Parks and Resorts' partnership with the Rosen College of Hospitality is an exciting platform within our extensive Emiratisation programme, which will not only provide graduates with on the ground

training but also practical knowledge to help develop a new generation of Emirati theme park leaders."

Dubai Parks and Resorts plans to expand the number of scholarships provided to Emiratis for the Helmi programme. These well-trained professionals will play a central role in driving the operations of the company's three theme parks in Dubai that are set to open next year.

Dubai Parks and Resorts is developing the Middle East's largest multi-themed, integrated family entertainment destination. The resort will feature motiongate™ Dubai – a unique theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate as well as the region's first LEGOLAND® park, along with a LEGOLAND® Water Park,. Committed to bringing together the best of the East and West, Dubai Parks and Resorts will also feature Bollywood Parks™ Dubai, the first ever theme park based on the sights and sounds of Bollywood. The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway and guests can stay at the Lapita™ Hotel, a Polynesian-themed resort catering to families.

Those who are interested in applying for a job at Dubai Parks and Resorts can contact the recruitment team at: careers@dp-r.com or visit the dedicated careers website: http://careers.dubaiparksandresorts.com/emiratisation/

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Note to Editors:

Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS), will become the Middle East's largest multi-themed leisure and entertainment destination comprising three separate theme parks: motiongate™ Dubai, a Hollywood movie inspired theme park concept; LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind entertainment destination that will showcase the authentic Bollywood movie experience. In addition LEGOLAND® Water Park, the region's first water park catering to families with children 2-12 will also open on the site.

The destination will also host the Lapita™ Hotel, a Polynesian-themed hotel which will be managed by the Marriott Group, and Riverland™ Dubai, a centrally located district of 220,000 square feet of leasable retail, dining and entertainment space connecting the three theme parks, water park and hotel.

Set to open in October 2016, the large-scale AED 10.5 billion project is spread across 25 million square feet of land strategically located on Sheikh Zayed Road close to the Palm Jebel Ali between Dubai and Abu Dhabi. 6.7 million ticketed visits are expected in 2017, the first full year of operation. **For more information go to:** http://dubaiparksandresorts.com

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