DUBAI PARKS & RESORTS

PRESS RELEASE

Dubai Parks and Resorts signs series of partnership agreements with third party vendors

Deals include HB Leisure, Penny Press Factory, Best Locker and Scooter Bug, further demonstrating its commitment to "Experience Amazing"

Dubai, UAE – March 2, 2016: Dubai Parks and Resorts, set to be the region's largest integrated theme park destination on its opening in October, has announced that it has tied up with key third party vendors for theme park services as part of its focus to deliver world class customer service and a seamless visitor experience.

The company has signed agreements with HB Leisure, Scooterbug, Best Lockers, and Penny Press Factory, to provide skill games, attractions and services across its three theme parks: motiongate™ Dubai, Bollywood Parks™ Dubai and LEGOLAND® Dubai.

The company announced that it has signed a five-year revenue share deal with UK-based HB Leisure to provide skill games across the theme parks providing additional experiences for visitors to interact with the characters and themes of the individual zones within each park.

Further deals have been signed with third party operators to provide a range of additional attractions and services for the park's visitors. In a second deal aimed at further enhancing "Experience Amazing", the UK-based Penny Press Factory will provide souvenir coin machines, featuring unique IPs, which will be exclusive to Dubai Parks and Resorts. The partnership with ScooterBug will provide children's strollers and a range of electric mobility vehicles, and Best Lockers for visitors to safely store their personal belongings in secure electronic lockers. This is in addition to the previously announced five-year revenue share agreement with UK-based Picsolve International, one of the world's leading image solutions provider.

Stanford Pinto, Chief Parks Operating Officer, Dubai Parks and Resorts, said: "Along with providing guests with unrivalled and unforgettable experiences at our parks, we are also focused on ensuring long-term revenue-generating opportunities for our shareholders. The partnership agreements with our third party vendors will offer a wide range of additional services to ensure visitor's experience the very best in theme park

entertainment across the destination, including motiongate™ Dubai, Bollywood Parks™ Dubai, LEGOLAND® Dubai."

Dubai Parks and Resorts will open its doors to guests in October this year and provide over 100 rides and attractions across its 3 theme parks and water park. With several partnerships with globally recognised brands and operators, the company is on track to deliver a world-class theme park experience to UAE residents and visitors.

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Dubai Parks and Resorts PJSC (DFM: DUBAIPARKS), is set to be the region's largest integrated theme park destination comprising three theme parks: motiongate™ Dubai, a movie inspired theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate; Bollywood Parks™ Dubai, the first theme park based on the sights and sounds of Bollywood; as well as LEGOLAND® Dubai, a unique, interactive theme park for families which will bring the well-known LEGO® brick to life in a playful learning environment; and LEGOLAND® Water Park, the region's first water park catering to families with children 2-12.

The entire destination will be connected by Riverland™ Dubai – a retail, dining and entertainment walkway located at the heart of the destination and guests can stay at the Lapita™ Hotel, a Polynesian-themed resort catering to families, which will be managed by the Marriott Group.

Set to open in October this year, the AED 10.5 billion development is spread across 25 million square feet of land located on Sheikh Zayed Road in Dubai opposite the Palm Jebel Ali. 6.7 million ticketed visits are projected for 2017, the first full year of operation.

For more information go to:
http://dubaiparksandresorts.com

For further information please contact:
Sameh Hamtini / Sarah Jackson
ASDA'A Burson-Marsteller
Email: sameh.hamtini@bm.com / sarah.jackson@bm.com
T: +971 4 4507600