PRESS RELEASE

Dubai First Announces 5-Year Partnership with Dubai Parks and Resorts

- **Dubai First named as Dubai Parks and Resort's official financial partner**
- **Dubai First and Dubai Parks and Resorts jointly introduce co-branded credit card to bring exclusive benefits at the destination to the Cardmembers**

Dubai, UAE, 18 October: Dubai First, one of UAE's leading consumer finance companies, has entered into a strategic 5-year exclusive partnership, to become the official financial partner of Dubai Parks and Resorts, the largest integrated theme park destination in the region. The partnership has also named FGB as Dubai Parks and Resort's official banking partner providing wide-range of financial products and services for the destination.

Hana Al Rostamani, Chairperson of Dubai First, said: "The partnership with Dubai Parks and Resorts comes as part of Dubai First's commitment to align itself with initiatives that support Dubai's vision for 2021 as the 'preferred place to live, work and visit'. Dubai First's 'Stay Ahead' strategy over the next 5 years, is geared towards expanding its services and product offerings to match the demands of the UAE residents and visitors who are actively looking for premium experiences and world-class entertainment in the country."

Raed Kajoor Al Nuaimi, CEO of DXB Entertainments PJSC, the owner of Dubai Parks and Resorts said: "We're very excited and optimistic about our partnership with Dubai First, as it embodies our fundamental goals as the Middle East's largest integrated theme park destination. Our slogan at Dubai Parks and Resorts is 'Experience Amazing' and that is what we promise to deliver for every single guest. Through this partnership, we will facilitate and ease financial transactions and payments for our guests throughout the destination, giving them the comfort and peace of mind to enjoy every single minute of family fun hassle free. Guests can choose from a wide-range of financial products developed in collaboration with Dubai first, while enjoying an extensive variety of benefits and rewards".

As part of the partnership, Dubai First and Dubai Parks and Resorts have announced the launch of a co-branded MasterCard Credit Card that offers Cardmembers exceptional rewards, benefits and service

throughout the destination. Designed to meet the different needs of a diverse customer base, the Cards will be available in World and Platinum variants. The 'Dubai First – Dubai Parks Amazing Card', will offer Cardmembers exclusive and incredible savings on admission tickets, F&B and merchandise. In addition to the robust suite of savings, Cardmembers will also enjoy valet parking and Q-fast at the park; delivering both exceptional value and a superior experience for the Cardmember.

Amit Talgeri, CEO of Dubai First, added: "Dubai First continues to lead the way in premium consumer financing and the new co-branded Amazing Card is a significant step in our commitment to delivering a superior value for our customers. The partnership with Dubai Parks and Resorts helps us introduce yet another exclusive offering to match the evolving lifestyle aspirations of the consumers, giving a unique opportunity for our Cardmembers to live the Dubai lifestyle to its fullest.

Scheduled to open this year, Dubai Parks and Resort comprising three theme parks: Bollywood Parks™ Dubai a first-of-its-kind theme park that will showcase rides and attraction based on some of Bollywood's biggest blockbusters. 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 and a LEGOLAND® Water Park. The entire destination will be connected by Riverland™ Dubai – a retail and dining destination at the heart of Dubai Parks and Resorts, and guests can stay at the Lapita™ Hotel, a Polynesian themed family hotel part of the Marriott Autograph® Collection. Expected to open in late 2019, Six Flags Dubai will be destination's fourth theme park and the region's first Six Flags theme park.

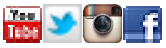
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Dubai Parks and Resorts, owned by DXB Entertainments PJSC, will become the Middle East's largest multi-themed leisure and entertainment destination when it opens in 2016 comprising three separate theme parks: MOTIONGATE™ Dubai, a Hollywood movie inspired theme park concept; LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind theme park that will showcase rides and attraction based on some of Bollywood's biggest blockbusters. It will also host the LEGOLAND® Water Park, the region's first water park catering to families with children aged 2-12. Expected to open in late 2019, Six Flags Dubai will be destinations fourth theme park and the regions first Six Flags themed park.

The entire destination will be connected by Riverland™ Dubai – a uniquely themed retail and dining destination at the heart of Dubai Parks and Resorts, and guests can stay at the Lapita™ Hotel, a Polynesian themed family hotel part of the Marriott Autograph Collection.

Located on Sheikh Zayed Road opposite the Palm Jebel Ali in Dubai equidistant to Dubai and Abu Dhabi International Airports the destination offers over 100 rides and attractions

For more information, go to: www.dubaiparksandresorts.com

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DXB Entertainments PJSC

DXB Entertainments PJSC is a Dubai headquartered leisure and entertainment company traded on the Dubai Financial Market (DFM) under the trading symbol DXBE. As of the 30 September 2016 it had a market cap of AED 12.6 billion.

DXB Entertainments was listed on the DFM in December 2014 originally as Dubai Parks and Resorts PJSC. DXB Entertainments owns the Dubai Parks and Resorts destination which consists of 4 theme parks (Six Flags Dubai opening in 2019) and 1 water park all at the same location. The large-scale AED 13.2 billion development is spread across 30.6 million square feet of land with 6.7 million ticketed visits expected in 2017, the first full year of operation.

For more information go to: www.dxbentertainments.com