PRESS RELEASE

DXB Entertainments PJSC Holds Inaugural Investor and Analyst Day

30 October 2016 – Dubai, UAE – DXB Entertainments P.J.S.C. ("DXB Entertainments"), the Dubai based leisure and entertainment company, held its inaugural investor and analyst day yesterday at, Dubai Parks and Resorts, the region's largest integrated theme park destination, which opens to the public tomorrow.

Close to 70 institutional investors and equity analysts attended the event, hosted by DXB Entertainment's management team at the Rajmahal Theatre at Bollywood Parks Dubai. DXB Entertainment's CEO, Raed Kajoor Al Nuaimi, led the day and provided an overview of the recent name change and DXB Entertainment's strategy to generate long term shareholder value by focusing on leisure and entertainment offerings across 2 key sectors: theme parks; and retail and hospitality.

Julien Munoz, Vice President of Sales, discussed the inbound Dubai tourism market and the Company's sales strategy to target key source markets. The sales strategy is based on generating ticketing and package revenues from both international tourists and residents, and the company has to date signed 125 agreements with Destination Management Companies and 70 international Tour Operators. Mr Munoz also provided details on pricing strategy which aims to leverage the ability to provide multi day and multi park ticket options to suit all visitor budgets and needs.

Brian Machamer, Vice President, Theme Park Operations, provided details of the theme park operational strategy including the visitor experience highlighting Dubai Parks and Resorts innovative smart park technology.

Klaus Assmann, Vice President of Retail and Hospitality further detailed the various event spaces located at Riverland Dubai and the retail strategy for the destination.

Sandesh Pandhare, DXB Entertainment's Chief Financial and Investment Officer, wrapped up the event providing a financial overview of the AED 13.2 billion destination and the Company's 2017 forecast of generating AED 2.4 billion in revenue.

Raed Kajoor Al Nuaimi, CEO, DXB Entertainments, said, "Our analyst and investor day provided a first-hand preview to our key stakeholders of what we have in store for our guests. In less than two years, from the IPO in December 2014, to the opening of Dubai Parks and Resorts, the DXB Entertainments team has created the region's leading integrated theme park destination. We have received invaluable support from our shareholders and continue to involve them in our efforts to generate long term value and growth."

Further details on the event can be found on www.dxbentertainments.com/investor-relations

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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

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

Follow Dubai Parks and Resorts: 

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