PRESS RELEASE

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DXB Entertainments Announces New Management Structure and Appointments

DXB Entertainments PJSC (DFM: DXBE), the Dubai-based provider of leisure and entertainment destinations and experiences, today announced a new management structure and appointments to support the business in its commercial development.

Strategy and Business Development will be incorporated into a newly structured Finance function to enhance strategic, financial and commercial planning. John Ireland has been appointed as Chief Financial Officer to lead the new Finance function. John brings significant experience across the media and entertainment sectors most recently having held the position of Chief Financial Officer at Arab Media Group where he oversaw the financial, strategic and legal aspects of the group's operations, including the Arabian Radio Network, Global Village and Done Events. Prior to that, he held finance and strategy roles at 21st Century Fox across the Group's operations in Europe, Asia and the Middle East. In addition, Ahmed Al Rayyes will be appointed as Chief Corporate Support Officer. Ahmed's expertise in strategic sourcing, contract negotiation, planning and process improvement developed in senior roles at Emirates Integrated Telecommunications and Dubai TV will bring greater efficiency to DXBE's business process.

Mohammed Al Mulla, CEO, DXB Entertainments PJSC, said, "DXB Entertainments aims to create long-term value for its shareholders through its leisure and entertainment assets. Having created the region's leading theme park destination, Dubai Parks and Resorts, we must ensure that we have the right structure to deliver its growth potential. By integrating Strategy and Business Development into Finance, the business will be able to plan and execute far more effectively across its leisure and entertainment assets which will help us to deliver the commercial potential of assets such as Dubai Parks and Resorts. In addition, we are focused on making our business processes increasingly efficient, delivering cost synergies across the business.

"I'm delighted to welcome both John Ireland and Ahmed Al Rayyes to the DXBE team. John brings the right blend of financial and strategic planning experience from the media and entertainment sectors, whilst Ahmed will help us become a far more efficient business. I would like to thank Sandesh Pandhare and Aida Hamza for their contribution to the creation and launch of DXB Entertainments and we wish them the very best in their future endeavours."

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DXB Entertainments PJSC

DXB Entertainments PJSC (previously Dubai Parks and Resorts PJSC) is a Dubai-based provider of leisure and entertainment destinations and experiences. The Company is traded on the Dubai Financial Market (DFM) under the trading symbol DXBE. We bring together a diverse portfolio of world-class brands to offer pioneering entertainment in the areas of theme parks, retail and hospitality as well as leisure attractions.

Launched in 2014, DXB Entertainments owns and operates Dubai Parks and Resorts, the largest theme park destination in the Middle East. Spanning 30.6 million square feet of land, the AED 13.2 billion destination consists of four theme parks (Six Flags coming in 2019) in one location.

For us, fun means business. DXB Entertainments is set to become an industry-leading provider and producer of innovative and inspirational entertainment experiences in the Middle East and beyond.

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